

## **Historic, Archive Document**

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# FALL, 1937, GARDEN BOOK

*THE J. D. LONG SEED COMPANY*

**Boulder • Colorado**

## **IRIS** from "Top of the World"



LIBRARY  
RECEIVED

☆ OCT 14 1937 ☆

U. S. Department of Agriculture

Mile High Iris Bloom Profusely

Out here "Where the West Begins" the mile-high altitude, the dry air, the abundant sunshine—all combine to produce clean, healthy stock.

Winters are cold enough to eliminate varieties that will not do well in every section, yet not severe enough to cause loss or weakening of plants from heaving of the roots.

You should see the fine reports I receive from those who have planted my Irises in all parts of the United States, Canada and even Australia and New Zealand.

### **New Iris Free with \$5 Order**

With a \$5.00 Iris order I will send you one new pink Marian Lapham gratis.

(With a \$4.00 order add one M. L. for 10c.)

(With a \$3.00 order, add one M. L. for 15c.)

(With a \$2.00 order, add one M. L. for 20c.)

(With a \$1.00 order, add one M. L. for 25c.)

Offer applies to Marian Lapham only.



# Iris from "Top of the World" BOULDER Colorado

## HOW TO GROW IRIS

My new revised Iris culture leaflet (over 2,000 words) will be sent free with each Iris order. (Or for a 3 cent stamp if no order.)

This folder gives you many secrets of success in Iris growing. Worth dollars, but free with orders, as offered above.

## When to Plant Iris

**Open Season for Iris.** Iris may be reset any time when the ground isn't frozen. Best time is from midsummer to last of October. Many of the most satisfactory results I've ever had were from Sept. and Oct. plantings, while a big patch was set out late Nov. and did splendidly.

**Each Iris Root Plainly Labeled**

(S means Standard; F means Falls.)

Prices are per each for standard divisions

## MAKE UP YOUR OWN COLLECTIONS

Browse through the Groups "A" to "F" and make up Collections or Assortments yourself at the very special quantity prices.

All Iris roots prepaid in U. S. A. and Canada. Other countries add 5c each for extra postage and special packing. Cash with order.



"That's Me, JD"—and Frieda Mohr

## Many of the World's Best and Latest Creations

	Each
<b>Alta California</b> Delightfully different yellow, faintly bronzed, large firm blooms.....	\$0.75
<b>Ambassadeur</b> S, bronzy violet. F, red-purple.....	.15
<b>Argos</b> S, blue-mauve. F, reddish, shading to blue.....	.15
<b>Asia</b> A silvery lavender and violet blend, flushed gold.....	.20
<b>Attitash</b> Beautiful blend of blue, brown, buff and yellow....	.75
<b>Black Douglas</b> S, dark violet. F, blackish violet. Blue beard tipped yellow. Branching stems 36 inches tall.....	5.00
<b>Black Prince</b> S, intense violet. F, black-purple .....	.15
<b>Black Wings</b> Intense deep blue, appearing almost black. Large. Fragrant.....	1.00
<b>Blue Banner</b> S, light blue. F, blue, edges lighter.....	.25
<b>Blue Monarch</b> A clear, pure violet-blue self with large flowers on tall stems.....	1.50
<b>Blue Triumph</b> Said to be the finest light blue yet shown. Clean light blue. The flowers are very large and flaring and of heavy substance, with smooth velvety finish. Tall and well branched.....	6.50
<b>Blue Velvet</b> Rich deep blue of heavy substance, suggesting dark blue velvet.....	.40
<b>Bourem</b> S, Bordeaux red. F, violet, shaded garnet-red.....	.25
<b>Bruno</b> S, bronze, tinted lavender. F, velvety wine-purple. Large..	.20
<b>Beuchley's Giant</b> Immense light blue. Sold out, except in C. C. Collection.	

	Each
<b>Buto</b> S, royal purple. F, dark violet. Large. Early. Free bloomer..	\$0.25
<b>Candlelight</b> Light pinkish lavender, illuminated with in with a rich golden glow.....	.15
<b>Cardinal</b> Sold out. Try Sequoiah instead. Similar, and very good.	
<b>Cassiopee</b> S, Ageratum blue. F, blue, edged gray.....	.25
<b>Clara Noyes</b> Blend of peach and apricot tones.....	.40
<b>Claude Aureau</b> S, golden yellow. F, russet brown .....	.75
<b>Conquistador</b> Lavender - violet. Tall, large.....	.15
<b>Crystal Beauty</b> New large pure white, tall well branched stalk.....	3.00
<b>Dauntless</b> Another new, large near-red .....	.60
<b>Depute Nomblot</b> Magnificent. S, copper-red.	.60
<b>Destiny</b> A new Iris from New Zealand. S, deep purple suffused bronze. F, velvety black-purple. Heavy substance.....	15.00
<b>Desert Dawn</b> A glorious rich yellow and lavender blend. Very beautiful, large.....	.50
<b>Directeur Pinelle</b> This new dark bronzed red Iris comes from France. S, clear coppery wine red. F, velvety garnet red, with almost black luster. Stalks tall and widely branched. A masterpiece...	10.00
<b>Dore</b> An entirely new color combination in Iris. Standards light yellow. Falls white. A yellow stripe along the edge of falls.....	7.50



	Each
<b>Doxa</b> S, creamy blend. F, cream, flushed chestnut.....	\$0.20
<b>Dr. Chas. Mayo</b> Lovely lavender-pink .....	.25
<b>Duke of Bedford</b> S, deep violet. F, violet-purple, velvety and brilliant. Splendid....	.20
<b>Edgewood</b> Tall, large, pink-bicolor with orange beard.....	.35
<b>El Capitan</b> Giant flowered bluish violet of heavy substance. A Super Iris.....	.30
<b>Eleanor Blue</b> Soft campanula blue with a flush of deeper blue in the center of the falls..	1.25
<b>Eleanor Roosevelt</b> New fall blooming Iris of rich purple. Blooms early in spring, then (in most sections) again in fall, over a long period.....	.60
<b>Elizabeth Egelberg</b> S, pink and lavender blend. F, mauve, shaded pink...	.20
<b>Eloise Lapham</b> Lovely ruffled flesh pink.....	.50
<b>El Tovar</b> S, brown, shaded honey in center. F, long and flaring velvety red-brown with black flush. Sold out.	
<b>Eros</b> A new color in Iris. Glorious salmon-pink. Large, lovely, well-shaped flowers of silky texture. Very fragrant and a vigorous grower.....	4.50
<b>Ethelwyn DuBuar</b> A new large pink .....	1.00
<b>Evolution</b> Coppery bronze self, with heavily frilled standards. Falls copper-bronze, overlaid blue.....	.60
<b>Far West</b> A warm and mellow blend salmon, golden sand, coral and henna, with soft glow at the heart.....	15.00
<b>Fascination</b> Large refined rose pink .....	.35
<b>Frieda Mohr</b> One of the largest and finest. S, light lilac-pink. F, deep lilac-rose. The flower substance is heavy, branching high, well spaced. Locust perfume....	.25
<b>Gentius</b> Very early rich purple intermediate .....	.25
<b>Germaine Perthuis</b> Mulberry purple...	.25
<b>Glowing Embers</b> S, tan, violet. F, red.....	.15
<b>Golden Flare</b> A lovely blend of flame, rose and yellow .....	1.50
<b>Golden Helmet</b> A new lightly ruffled Iris of old gold coloring with falls of oxblood red. Very large.....	10.00
<b>Gold Imperial</b> Sold out. Will discontinue. Plant instead, Pluie d'Or. Same color but taller and larger.	
<b>Grace Sturtevant</b> The most outstanding of all rich brown Iris. Standards dark red-brown with rich velvety falls that are still darker, being almost black at the tip. A deep orange beard makes this flower one of the most conspicuous in the garden. Price, now, only.....	.25
<b>Grand Monarch</b> Red bronze with gold throat. Tall. Large flowers with broad S and F.. Late.....	.30
<b>Gudrun</b> New, very large lustrous white. Good substance.....	2.50

	Each
<b>Happy Days</b> (Mitchell, 1934). Introducer's description: A real triumph in yellow breeding which bids fair, in time, to become the most popular Iris in the United States. An immense clear yellow most easily described as a yellow El Capitan, although in established plantings the bloom will be slightly larger. Perfectly branched, with each stalk carrying seven or eight massive blooms. Color, clear pinard yellow, with the falls being a shade deeper than the standards, and the beard an orange yellow...\$7.50	
<b>Helios</b> A big, luminous pale yellow. Fine form and finish, with delicate light brown lining on the falls. .50	.50
<b>Indian Chief</b> Well named. Indian Chief is one of the most popular of the newer Irises in its color class. The velvety falls are deep blood-red, blended with bronze, and the standards are considerably lighter in tone. A large flower, quite tall, and very well branched. Now only.....	.25
<b>Irma Pollock</b> A velvety carmine with lighter margin .40	.40
<b>Jean Cayeux</b> A beautiful Iris, most unusual in color—a soft, smooth, light buff, described by some as "coffee colored" and by others as Havana-brown. The form is perfect, and the size is larger than average. It is splendidly branched and flowers over a long season. Jean Cayeux was awarded a Certificate of Merit by the French Horticultural Society, and in 1931 it won the Dykes Medal for the finest Iris of the year.....	2.00
<b>Jean Siret</b> A yellow everblooming Iris. This variety begins to flower quite early in the spring. It is also likely to flower any time that the weather seems to suit during the summer months and fall.....	.30
<b>Jerry</b> (Lapham). Perfectly formed, extremely brilliant red Iris....	2.00
<b>Kalinga</b> A new cream of large size and lovely flaring form....	3.50
<b>King Juba</b> (Sass). Big and bold, with yellow standards and falls of Indian lake. Medium tall..	.50
<b>Labor</b> Luminous reddish violet, suffused with a coppery glow....	.20
<b>Lady Byng</b> Clear lavender self, suffused rose. Good...	.20
<b>Lady Paramount</b> New very large and tall primrose.....	5.00
<b>Largo</b> New soft yellow blend. Falls overlaid marine. Large, ruffled	.75
<b>Le Corregge</b> S, smoky bronze. F, dark velvety red.....	.25
<b>Legend</b> Velvety claret-crimson self, with brilliant gold beard...	.75
<b>Lord of June</b> S, lavender. F, violet-blue. Large....	.15
<b>Los Angeles</b> This giant plicata, introduced with the Dykes Medal winner, San Francisco, alternates in favor with the latter—one person preferring Los Angeles, the next San Francisco. Great white flowers of fine shape and substance, the standards faintly edged blue with the blue style arms adding a note of clear blue in the center. Tall and widely branched. Most outstanding. Early.....	.30
<b>Majestic</b> Light lavender and raisin purple .....	.25
<b>M. A. Porter</b> Large and robust. S, dark blue. F, still deeper violet blue.....	.50



<b>Marian Lapham (New)</b>	Each	
Clear rich pink toned Iris of fine flaring form.....	\$0.50	
<b>Marquita</b>	Luminous ivory yellow with falls heavily lined maroon. Large.....	3.00
<b>Meldoric</b>	Said by a noted Iris specialist to be the finest dark Iris in existence. The flowers are blue-black in effect, very large.....	1.50
<b>Michael Angelo</b>	Another new color in Iris. The entire flower is a dark vinaceous gray. Sold out.	
<b>Midgard</b>	An exquisitely beautiful color combination. One of the best of the famous Sass blends. Yellow flushed rose pink. The color from a distance is a delightful shade of warm rose pink. A dream of loveliness.	.20
<b>Midwest Pride</b>	S, Hortense violet. F, hyacinth violet, deeper at center.....	.35
<b>Ministre F. David</b>	S, silky red-purple. F, dark red-purple. One of the real Iris giants. Sold out.	
<b>Mirasol</b>	Large golden yellow flowers, well formed.....	.40
<b>Monterey</b>	S, soft violet, shaded red. F, velvety bronze-red....	.25
<b>Morning Glory</b>	Red-purple .....	.40
<b>Morning Splendor</b>	S, petunia violet. F, crimson or wine color. Large.....	.20
<b>Mrs. Valerie West</b>	Fine combination of bronze violet and crimson.....	.35
<b>Mount Royal</b>	S, deep blue. F, pansy violet. Large	.25
<b>Naranja</b>	One of the most talked-of new originations. A large flowered yellow with a distinct orangy overcast on the falls. Decidedly and delightfully different.....	15.00
<b>National Prosperity</b>	S, deep blue, slightly ruffled. F, deep blue tinged violet, lighter at edges.....	5.00
<b>Natoma</b>	S, pinkish cinnamon. F, a blending of bronze and old rose. The complete effect is of glowing old rose.....	4.00
<b>Nene</b>	S, lilac. F, wine red. Gigantic plant. Immense flowers. Scarce	.60
<b>Noweta</b>	Exquisite melting creamy pink of Midgard type.....	.75
<b>Numa Roumestan</b>	Both S and F garnet...	.30
<b>Omaha</b>	Combination of coppery pink and brownish cinnamon.....	.25
<b>Opaline</b>	A lovely blend of soft pink and yellow.....	.35
<b>Oregon Giant</b>	Large, late, dark purple bi-color....	.40
<b>Orion</b>	S, violet. F, darker.....	.20
<b>Ozone</b>	Another Jacob Sass masterpiece. A beautiful mauve toned blend. Bluish violet self with pinkish sheen. Brown haft. White beard tipped orange. Sold out.	
<b>Pallida Dalmatica</b>	Discontinued. Use Lady Byng instead. Better.	
<b>Peaches</b>	Striking blend of peach, apricot and orange. Similar to Clara Noyes, but lighter.....	\$0.25
<b>Peerless</b>	S, violet blue. F, pansy violet.....	.25
<b>Persia</b>	S, smoky blue. F, bright blue.....	.50
<b>Petruchio</b>	Flowers are carmine and red-brown, with golden beard and golden throat.....	.35
<b>Picador</b>	S, honey yellow. F, mineral red. Bright contrast of colors .....	1.00
<b>Pink Satin</b>	Clear light pink, uniform. Flowers large, with satiny sheen. Finely shaped flowers well poised on stem.....	.60
<b>Pluie D'Or</b>	Large golden yellow with orange beard. Stems well branched, bearing many blooms of good substance. (An excellent landscape variety).....	.25
<b>President Pilkington</b>	A blend of pure buff, S and F of lavender-blue. Fine...	.75
<b>Rameses</b>	A Dykes Medal winner in America. A symphony in rose, pink, and buff, shading to yellow near the edges, and with a yellow glow at the heart. Heavy apricot beard, 36 inches and over in height, gracefully branched. Now priced at only.....	.25
<b>Red Dominion</b>	This fine red self is one of the most beautiful and outstanding Iris. The flowers are large, of perfect form and well poised on the well branched stems. Clear, lustrous, deep red standards, slightly frilled; broad, horizontal velvety red falls, flushed with a near black, velvety luster in the center. A glowing ox-blood red. One of the fascinating characteristics of this new variety is the opening bud, which resembles the bud of a deep red rose.....	.75
<b>Rose Dominion</b>	Deep rose pink bi-color .....	1.00
<b>Rubeo</b>	S, deep glistening rose. Falls deep maroon. A magnificent plant with huge flowers on 48-in. stems. Good substance.....	1.00
<b>Rusty Gold</b>	A bronzy orange blend. Midseason. Tall	.65
<b>Sacramento</b>	This plicata is absolutely distinct from anything previously introduced. Its large flowers have a white ground, the standards heavily edged red purple, the falls reticulated with the same color. The prominent orange beard, unusual in plicatas, lights up the flowers in a most attractive way.....	.35
<b>San Diego</b>	Derives its huge size from El Capitan, one of its parents, and its deep rich color from Souv. Mme. Gaudichau. San Diego is a most compelling, regal iris.....	.40
<b>San Francisco</b>	Tall stems, branching low and wide like a candelabrum, carry large white flowers, of which both standards and falls are distinctly edged lavender. In size, shape and substance, there is nothing to approach it among the older plicatas, only the color pattern tells us it should be classed with them. Awarded Dykes Memorial Medal as best American introduction of 1927. Similar to Los Angeles but with blue edging.....	.30
<b>Santa Barbara</b>	Violet blue self, large and fine. One of the finest of the pure lavender blues. It has the size, substance, spreading horizontal falls, well branched stalks and vigor of growth. Award of Merit, R. H. S. Early.....	.20



**Selene** Extra large pure white of thick substance. A giant. This variety was named for "The Moon Goddess" .....\$0.30

**Sensation** Gigantic cornflower, blue self. Beautiful.... .30

**Sequoiah** Similar to Bruno. Larger ..... .25

**Sir Launcelot** A new chestnut-red with great color appeal. Golden haft. Orange beard. Sold out.

**Sir Michael** S, lavender. F, purple, suffused red..... .35

**Snow White** Beautiful white. Soft green throat..... .15

**Spokan** S, glowing red-brown. Falls similar but deeper shade. Very large, smooth and substantial texture.....10.00

**Sonoma** Standards and falls an attractive yellow. Tall..... .15

**Souv. de Loetitia Michaud** Lobelia blue, shading to lighter blue... .20

**Souv. de Mme. Gaudichau** Deep velvety violet. Better than many new high priced varieties. Extra good. .20

**Spring Maid** Clear rose-pink, with honey flush..... .65

**Striped Leaves** Flowers beautiful blue, of medium size. Leaves striped, making the plant very ornamental and attractive all season ..... .35

**Susan Bliss** Nice rose-pink. Edges frilled..... .15

**Taos** Carl Salbach, who introduced Suntan and many other fine Iris, says of Taos: "As colorful as an Indian blanket." A blend of yellow and coppery-red. Sold out.

**Thuratus** Black purple self. One of the darkest Iris..... .35

**Trail's End** S, yellow overlaid orange-red. F, "remind one of the berry of bitter-sweet after it has been touched by frost"..... 4.00

**True Charm** White, edged with blue-lavender ..... .15

**True Delight** White, edged with pure rose-pink..... .25

**Venus de Milo** Huge white on tall stems..... .75

**Waconda** Deep fuchsia red. Large. Brilliant..... .35

**War Eagle** S, bright red purple. F, red purple with black shading. Brown stripes on haft. Very large .....10.00

**Winneshiek** Fine large Iris of deepest blue, which does not fade. Petals of firm substance and daintily frilled. It will go far!.... .75

**Wm. Mohr** Gigantic flowered lilac, veined purple. Plant small, but flowers immense. Wm. Mohr is one of the most amazing, sensational, pleasing and satisfactory Iris ever originated. Nothing else like it..... .25

**Zaharoon** Unusual blend of amber, buff, yellow, fawn and light violet. Large and vigorous plant. .75

**Zua** Very early lilac-white with crinkled edges. Fragrant..... .15

**Zuni** Glowing red with coppery suffusion ..... .50

# GROUP "A"

Your choice, alike or assorted.  
(Each Kind Labeled)

4 for \$ .50	22 for \$2.00
10 for 1.00	48 for 4.00

Ambassadeur	Lady Byng
Argus	Lord of June
Asia	Midgard
Black Prince	Morning Splendor
Bruno	Monterey
Candlelight	Orion
Conquistador	Snow White
Doxa	Sonoma
Duke of Bedford	S. Mme. Gaudichau
Eliz. Egelberg	Souv. L. Michaud
Etoile de Matin	Susan Bliss
Glowing Embers	True Charm
Labor	Zua

# GROUP "B"

Your choice, alike or assorted  
(Each Kind Labeled)

5 for \$1.00	24 for \$4.00
11 for 2.00	50 for 8.00

Blue Banner	Le Corregge
Bourem	Los Angeles
Buto	Majestic
Cassiopee	Mt. Royal
Desert Dawn	Numa Roumestan
Dr. Chas. Mayo	Peaches
Edgewood	Peerless
El Capitan	Pluie d'Or
Frieda Mohr	Rameses
Gentius	Sacramento
Germaine Perthuis	San Francisco
Grace Sturtevant	Selene
Indian Chief	Sequoiah
Jean Siret	True Delight

# GROUP "C"

Your choice, alike or assorted

3 for \$1.00	15 for \$4.00
7 for \$2.00	(Each kind labeled)

Blue Velvet	M. A. Porter
Clara Noyes	Marian Lapham
Desert Dawn	Mirasol
Eloise Lapham	San Diego
Irma Pollock	Thuratus
King Juba	Waconda

# GROUP "D"

Your choice, alike or assorted

2 for \$1.00	11 for \$4.00
5 for 2.00	(Each Kind Labeled)

Dauntless	Persia
Depute Nomblot	Pink Satin
Evolution	Spring Maid
Nene	Zaharoon

# GROUP "E"

Your choice, alike or assorted

3 for \$2.00	16 for \$8.00
7 for 4.00	(Each Kind Labeled)

Alta California	Pres. Pilkington
Claude Aureau	Red Dominion
Largo	Rusty Gold
Legend	Venus de Milo
Noweta	Winneshiek

# GROUP "F"

Any 3 for \$3.00 (Each Kind Labeled)

Blue Monarch	Golden Flare
Eleanor Blue	Meldoric



## Let's Settle this Argument about PINK IRIS—

Speaking of the new pink Iris, MARIAN LAPHAM, some say it rates as good as Pink Satin. Some say not quite so good. Others say it is deeper pink and better than Eloise Lapham. I'm not saying. (I list it at 50c.)

But here is how you can check up for yourself, at little or no cost:

With a \$5.00 Iris order I'll send you a Marian Lapham gratis. (With a \$4.00 order you may add a M. L. for 10c.) (With a \$3.00 order, add one M. L. for 15c.) (With a \$2.00 order add one M. L. for 20c.) (With a \$1.00 order, add one M. L. for 25c.) Offer applies to Marian Lapham only.



The Famous "Red Dominion"

## "MILE HIGH" COLLECTION

\$4.00 for All, Prepaid

One Each, Labeled, Prepaid

Ambassadeur	Midgard
Asia	Monterey
Blue Banner	Peaches
Bourem	Pluie D'Or
Bruno	Rameses
Candlelight	Red Dominion
Conquistador	San Francisco
Desert Dawn	Santa Barbara
Doxa	Selene
Dr. Charles Mayo	Sonoma
Frieda Mohr	Souv. de Michaud
Grace Sturtevant	Striped Leaves
Labor	Susan Bliss
Lord of June	True Charm
Los Angeles	Zua

## "COLORFUL COLORADO" COLLECTION

\$8.00 for All, Prepaid

One Each, Labeled, Prepaid

Black Wings	Pink Satin
Beuchley's Giant	Pluie D'Or
Desert Dawn	President Pilkington
Duke of Bedford	Rameses
El Capitan	Red Dominion
Grace Sturtevant	Rubeo
Indian Chief	Sacramento
Jean Cayeux	San Diego
Los Angeles	San Francisco
Midgard	Selene
Meldoric	Sensation
Mirasol	Souv. M. Gaudichau
Nene	True Charm
Omaha	Wm. Mohr
Persia	Zaharoon

## "Excellent Eight" Collection

**\$10.00** Black Wings, Blue Triumph, Eros, Ethelwyn DuBuar, Jean Cayeux, Meldoric, Red Dominion, Rubeo. One each above for \$10.00 Prepaid. (Each Kind Labeled.)

## "Take a Tip From Me—J. D."

Show these offers to your flower friends. Maybe you can get several of them to "chip in" with you, then divide the roots and the expense. In a year or two you will have enough increase so each one can own the entire collection when you divide and reset the clumps you will have from these divisions.

## 40 Kinds at Wholesale, F. O. B.

Plant a lot of one kind or several kinds for a grand display, at small cost.

Or, get up a club order and take advantage of these quantity prices.

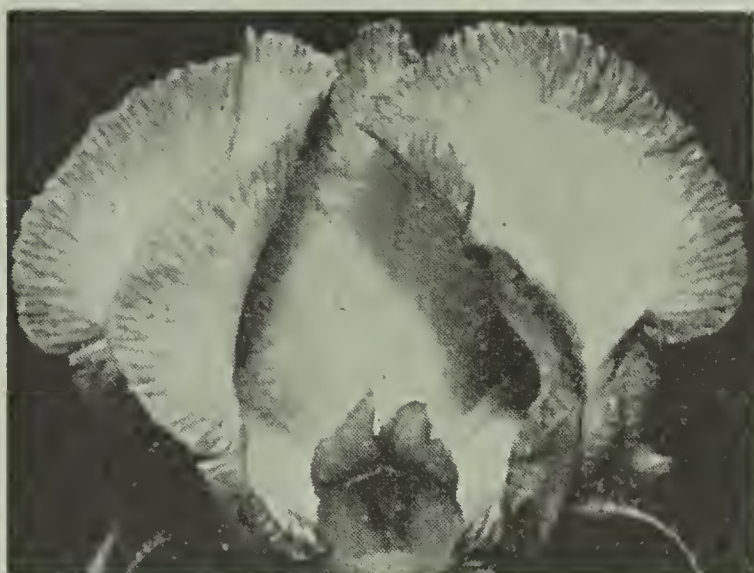
**NOTE TERMS CAREFULLY.** The following special wholesale offers are F. O. B. Boulder. NOT prepaid. You pay express upon arrival of the shipment.

Or, if by parcel post, then the postage will be C. O. D. We do NOT keep any postage accounts.

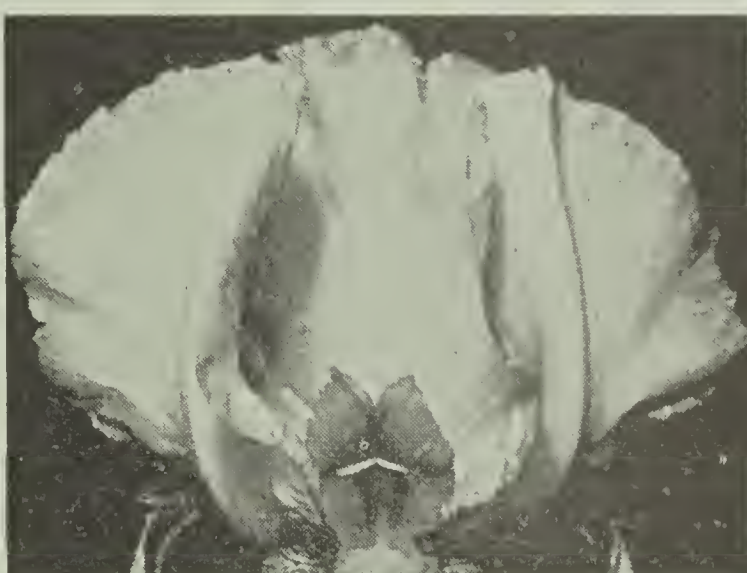
Express often cheaper than parcel post, especially for large packages and long distances.

	25 at 100 rate	Per 3	Per 10	Per 100
Alta California.....		\$1.50	\$4.50	....
Ambassadeur .....	.20		.60	\$ 3.60
Asia .....	.25		.70	4.80
Blue Banner .....	.30		.90	8.00
Blue Velvet.....	.55		1.80	....
Bourem .....	.30		.90	7.00
Buto .....	.30		.90	7.00
Candlelight .....	.20		.60	3.20
Cassiopee .....	.30		.90	7.00
Clara Noyes .....	.55		1.80	....
Conquistador .....	.20		.60	3.60
Desert Dawn.....	.70		2.00	16.00
Doxa .....	.25		.70	5.00
Edgewood .....	.70		2.00	16.00
Eloise Lapham.....	.55		1.60	....
Frieda Mohr .....	.30		.70	6.00
Indian Chief .....	.50		1.20	10.00
Le Correge.....	.30		.80	6.00
Los Angeles .....	.45		1.25	10.00
M. A. Porter.....	.55		1.60	14.00
Midgard .....	.25		.65	4.80
Mirasol .....	.55		1.50	12.00
Monterey .....	.25		.70	4.80
Mount Royal.....	.30		.80	7.00
Numa Roumestan .....	.40		1.20	10.00
Orion .....	.25		.80	6.00
Peerless .....	.35		1.00	8.00
Pink Satin.....	1.20		3.60	....
Pluie D'Or.....	.40		1.00	8.00
Pres. Pilkington.....	.90		2.50	20.00
Rameses .....	.40		1.00	8.00
Sacramento .....	.50		1.50	12.00
San Francisco.....	.40		1.20	9.00
Selene .....	.90		2.40	18.00
Sonoma .....	.20		.60	3.20
Souv. de L. Michaud.....	.25		.70	4.80
Souv. de M. Gaudichau....	.25		.70	4.80
True Charm .....	.25		.70	4.80
True Delight.....	.40		1.00	8.00
Zaharoon .....	.90		2.70	....





San Francisco Iris



Los Angeles Iris

## "TALE OF TWO CITIES"

**I don't know how much truth there is in it.** But they do say there is keen rivalry between two wonderful California cities, Los Angeles and San Francisco.

**I like 'em both immensely.** But since I have a lot of friends in both places you don't catch me taking sides in the rivalry or controversy, if any.

## "TALE OF TWO IRISES"

**Two of the largest, finest and most popular Irises** are named San Francisco and Los Angeles. (There! See how careful I am not to favor one more than the other. I mention Los Angeles first in one paragraph, then San Francisco first in the next!)

**Similar but Different.** Both these Irises are immense whites. In San Francisco the standards and falls are distinctly edged with lavender. In Los Angeles, the lavender or light blue marking is heavier near the base of the petals. The illustrations on this page are from specimens in my own garden. To save space I show only the middle and upper portion of the blooms, to give you an idea of the color placement. This coloring shows up a bit stronger on San Francisco than on Los Angeles.

**There appears to be considerable rivalry between these two Irises.** Some Iris fans say San Francisco is the better, others find Los Angeles more to their liking. As for myself, on Mondays, Wednesdays and Fridays I think one of them should have the blue ribbon. But on Tuesdays, Thursdays and Saturdays, I think maybe, after all, the other one is the winner.

**I'm going to make you a very special offer on these two super Irises,** and ask you to drop me a post card after they have bloomed in your own gardens. Tell me if you can, which one is the better.

**Here's My Offer:** For 40c I'll send you one division of Los Angeles and one of San Francisco, prepaid.

For \$1.00 I'll send you three divisions of San Francisco and three of Los Angeles, prepaid.

For \$2.00 I'll send you seven divisions of each, prepaid.

**From Iowa:** "Iris ordered a short time ago received O. K. Thanks very much for extra count and fine plants. Very much pleased. No more room to plant or would order more."—H. A. Z.

**From Canada:** "Just a note to advise you that the Iris rhizomes received from you last fall were the best that I have seen from any source. Please accept my thanks both for the quality and the condition which they were in when received."—C. H. W.

**From Minnesota:** "I have had some wonderful results from my 1935 order. At our Iris show the past week I won 21 points against my nearest competitor's 11 points. I also was granted the 'Champion Iris' of the whole show."—J. S.

**From Denver, Colo.:** "Without any exception the shipment of Iris just received from you is the finest bunch of Iris rhizomes I ever saw. It's true that they are the finest varieties I ever had, with HAPPY DAYS, EL TOVAR, SPOKANE, EROS and the other seven kinds, but I refer to the size and condition of the rhizomes themselves, and not just the varieties. I am delighted with the entire lot and am most grateful to you for sending such superb quality plants."—Robert E. Ewalt.

**From Ohio:** "I wish to thank you for the fine Iris you sent us. It was as nice a stock as we have ever received. Also wish to thank you for the extras you sent."—J. R. H.

## "Show Me Iris Collection" Yours for \$2.20, Prepaid

I've talked and talked and talked about the joys of seeing some of the newer and finer varieties of Iris.

Yet in all my travels I seldom see much of anything in Iris plantings but the old common sorts.

Now I'm going to offer a demonstration for your own garden. Not expensive kinds, but all good on account of color or size, or both. "I'll show you"—if you give me a chance.

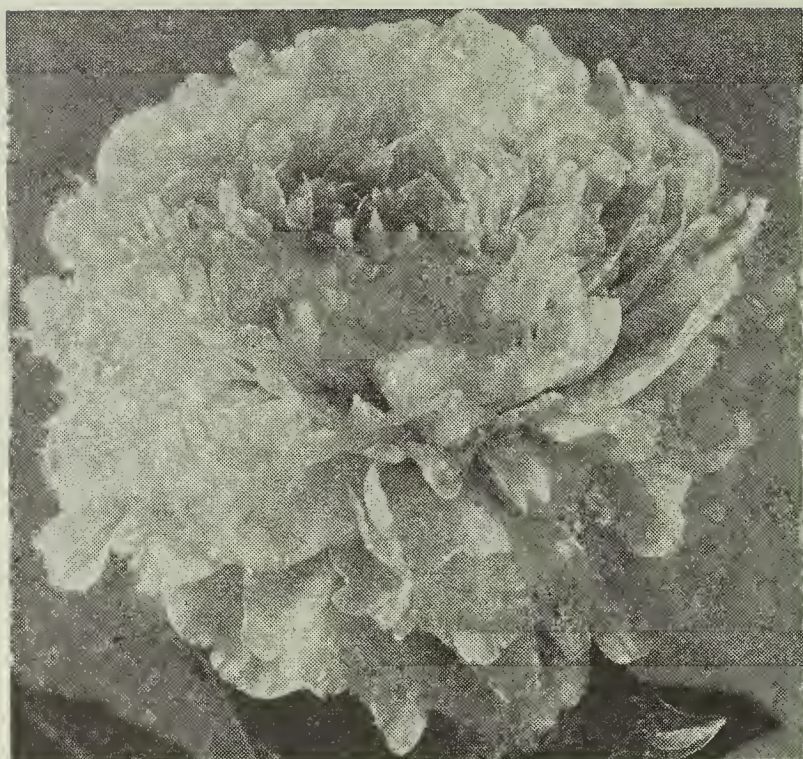
**One Division Each** of the following for only \$2.20, prepaid.

Bourem	Mirasol
Buto	Pluie d'Or
Desert Dawn	Rameses
Dr. Chas. Mayo	San Francisco
Frieda Mohr	Selene
La Correge	Sequoiah
M. A. Porter	S. M. Gaudichau
Midgard	True Delight

**Total value at regular prices, \$4.65. But only \$2.20 prepaid. (No changes in list.)**



## Long's Double Peonies



For Delivery Any Time After September 1st  
Standard divisions. Prepaid

	Each
<b>AVALANCHE.</b> Large, ivory white.....	\$0.50
<b>EDULIS SUPERBA.</b> The early rose pink....	.50
<b>FRANCES WILLARD.</b> Creamy white....	1.00
<b>GRANDIFLORA.</b> Large silvery pink....	1.00
<b>JUBILEE.</b> Immense white. Lovely.....	.75
<b>KARL ROSENFELD.</b> Rich crimson.....	.50
<b>LE CYGNE.</b> Famous large white.....	2.00
<b>LAURA DESSERT.</b> Lovely canary yellow	1.50
<b>LUETTA PFEIFFER.</b> Hydrangea pink..	1.00
<b>LONGFELLOW.</b> Snappy red, splendid...	.75
<b>MARTHA BULLOCK.</b> Large rose-pink..	1.00
<b>MARY SHAYLOR.</b> Shell pink.....	.75
<b>MRS. EDW. HARDING.</b> Pure white.....	1.50
<b>NIMBUS.</b> New, lovely large white.....	1.00
<b>OCTAVIA DEMAY.</b> Early light pink.....	.50
<b>OFFICINALIS RUBRA.</b> Earliest red....	.50
<b>RENIE HORTENSE.</b> Grand rose pink...	.75
<b>SARAH BERNHARDT.</b> Apple blossom...	.75
<b>SOLANGE.</b> Soft cream pink, suffused	
Havana brown.....	.75
<b>SOUV. DE L'EXPOSITION.</b> Violet-rose.	
Silvery reflex. Very large. Fragrant...	.75
<b>THERESE.</b> Enormous pink.....	1.00
<b>WALTER FAXON.</b> Salmon-shell-pink...	1.00

**NO NAME PEONIES.** All good double varieties, each labeled as to color. Order these by color only. RED—PINK—WHITE. Any of these three colors, all the same or assorted colors, your choice of colors, at: 3 for \$1.00, prepaid. 7 for \$2.00, prepaid. No further discounts on these.

## Peony Quantity Prices

(Prepaid)

Any three 50c Peonies for.....	\$1.35
Any six 50c Peonies for.....	2.40
Any two 75c Peonies for.....	1.30
Any five 75c Peonies for.....	3.00
Any two \$1.00 Peonies for.....	1.70
Any five \$1.00 Peonies for.....	3.90
Any two \$1.50 Peonies for.....	2.50

Plant Peonies in the fall, when large commercial growers plant them—September and October. Peonies will not be listed in our spring catalogue.

## PEONY POINTERS

By all means, plant Peonies in fall, from early Sept. till ground freezes, if you can. Next best is EARLY spring, the earlier the better. For spring planting, the roots should be dug and stored in basement in fall, or some mild day in winter BEFORE buds have developed very much.

Size of roots or divisions may vary a great deal, and all be good. Not advisable to plant a very large root. A smaller one, from good healthy stock, will usually forge ahead of a clump several years old. Number of eyes to the root or division is the usual way of designating the size and value. But this is only a partial measure. A root may have too many eyes for its size. Maybe a 3-eye division will excell a 4 to 6-eye one.

Regardless of number of eyes or size of root, the root should be cut back to within 5 or 6 inches of the crown before planting. Do not plant a root anything like a foot or so long.

If roots dry out in storage or in shipping, soak them 24 hours in water before planting. In fact, it's a good idea to wash all peony roots before setting them out. Of course you will gently firm the soil all around the roots, being careful not to injure the eyes. Water thoroughly soon as planted. See that soil is wet when ground freezes.

Avoid placing any fertilizer close to the roots, especially any barnyard or poultry manure. Almost sure death to peonies when so used. May be dug in some distance away from the roots. Any good brand of commercial fertilizer is O. K. None really necessary. Set roots 18 or more inches apart. Set shallow, so the buds or eyes not more than 2 inches below level of ground after ground is settled. Make a hill of soil 6 inches high over each plant late in fall and throw some old trash over the roots after hilling up.

Do not expect many Peony blossoms first season. And not best results the second. From third year on, you get the real true and full size blooms. Cultivate and water as needed, continuing this after blooming season until September. Let the roots remain for 8 or 10 years, or as long as they do well. Then divide and reset in September or October.

A well established Peony root or clump may be likened to a storage battery. You recharge it for the next season by watering, cultivating and judiciously fertilizing. This is done after blooming time until September.

For largest blooms, remove all buds but the main or terminal one, soon as they appear. Cut Peonies before blossoms fully open, letting them open indoors. Renew water daily, and cut off some of the stem same time. Keep the cut Peonies in a cool place, out of a draft.

Ants on Peonies do no harm. Blasted buds may be due to various causes. One is, freezing some weeks before. If Peony stems slim and too many to the plant, thin them out early, by cutting off some close to the ground. So long as Peonies doing well, don't feel you need to take them up. Very different from the Iris, which must be thinned or reset every few years. Peonies have been known to thrive and bloom 100 years or more in same location.

Often a newly planted Peony root will die down first summer. Do NOT dig it up or disturb it. Let it alone, except to water it. Chances are it will revive the next spring.

## \$4.00 Peony Collection

One Each, Labeled, Prepaid

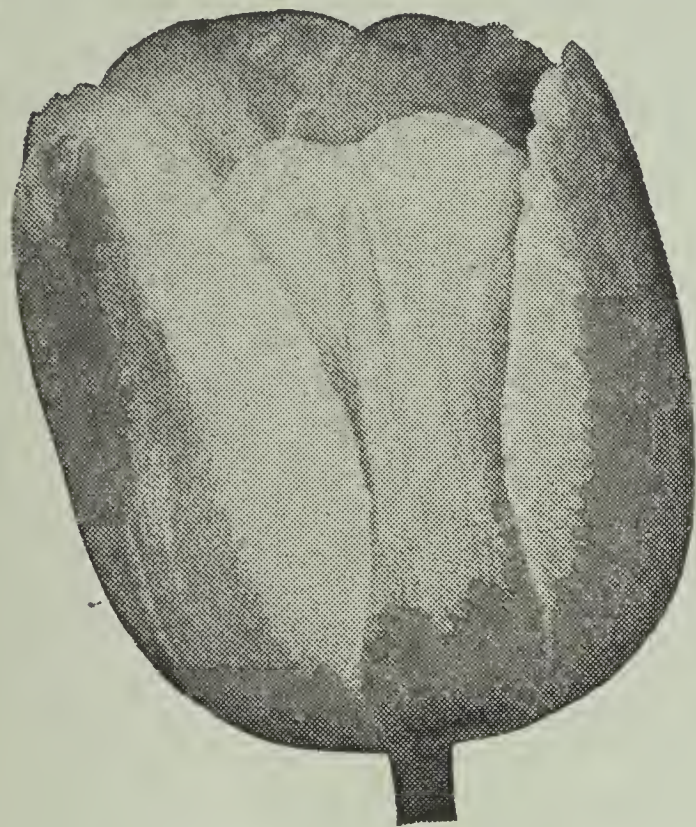
Edulis Superba.....	\$0.50
Grandiflora .....	1.00
Jubilee .....	.75
Karl Rosenfield.....	.50
Laura Dessert.....	1.50
Octavia Demay.....	.50
Renie Hortense.....	.75
S. D. L'Exposition.....	.75

Total Value.....\$6.25

Special Price, prepaid.....\$4.00



# Darwin Tulips



Very large cup-shaped blooms, carried on tall, stiff stems. Splendid for garden display and unsurpassed for cutting.

Five bulbs at ten rate. 25 at 100 rate. Tulips prepaid in U. S. A. (All labeled.)

**Baronne de la Tonnaye** Bright rose, margined blush. (10 for 50c) (100, \$4.20).

**Bartigon** Fire red—red that's RED. Very large. (10 for 60c) (100, \$4.80).

**Clara Butt** Beautiful bright salmon-pink. Great favorite. (10 for 50c) (100, \$4.20).

**F. Sanders** Another big, bright fiery-scarlet. Beautiful. (10 for 50c) (100, \$4.20).

**Pride of Haarlem** Enormous, showy bright carmine-rose flower. (10 for 50c) (100, \$4.20).

**Princess Elizabeth** Rosy pink. Large. Lovely. Fine for cutting. (10 for 60c) (100, \$4.40).

**Rev. Eubank** Heliotrope-lilac, toning to lavender, fine, lasts well. (10 for 60c) (100, \$4.40).

**La Tulipe Noire** (The Black Tulip.) Fine large deep maroon. (10 for 60c) (100, \$4.80).

## Long's Special Mixed Darwins

Many choicest Darwins, also a few fine Cottage varieties to increase range of color. Sure to please. (10 for 50c) (100, \$4.20).

## \$1.00 Tulip Collection

My selection of five choice varieties, five bulbs of each kind, the 25 bulbs for \$1.00, prepaid.

## \$2.20 Tulip Collection

My selection of eight varieties, seven nice bulbs of each variety—the 56 bulbs for \$2.20, prepaid.

Leave it to me—JD, to pick out eight outstanding varieties in lovely colors. All for \$2.20, prepaid.

## "PARROT" TULIPS

These odd tulips have fringed and crinkled petals. The buds resemble a parrot's head. Mixed colors. (10 for 60c) (100, \$4.80).

## Novelty Parrot Tulip

**Fantasy** Salmon-pink with green markings on outer petals. Inside deeper pink. Charming. Strong stem. Each 15c; 2 for 25c; 10 for \$1.00.

## Breeder Tulips

Similar to Darwins in size and shape. Rare colors and color combinations as noted.

**Bronze Queen** An apricot shade. Combination of brown and bronze. (10 for 50c) (100, \$4.50).

**Cardinal Manning (Goliath)** Dark violet, shaded brown. (10 for 60c) (100, \$4.40).

**Don Pedro** Coffee-brown, shaded maroon. (10 for 60c) (100, \$4.80).

**Louis XIV** Rich purple, margined bronze, one of the best. Immense. (10 for 70c) (100, \$5.80).

**Panorama** Deep orange-red, shaded mahogany. (10 for 60c) (100, \$4.80).

**Velvet King** Velvety purple-blue, a royal purple color. Inside crimson. (10 for 70c) (100, \$6.00).

**Mixed Breeders** Splendid, but not labeled. (10 for 60c) (100, \$4.40).

## Cottage Tulips

Same season and habit of growth as Darwins, supplying colors lacking in Darwins.

**Yellow (Inglescomb)** Glossy bright canary yellow. The yellow Darwin. Beautiful globe shaped flowers. (10 for 50c) (100, \$4.20).

**Picotee (Maiden's Blush)**

Pure white daintily margined rose. Petals recurved. (10 for 50c) (100, \$4.00).

**Orange King** Very large globular flower of a beautiful orange with scarlet tinge. Sweet scented. (10 for 50c) (100, \$4.00).

**White Cottage** Cleaner white than White Queen. (10 for 50c) (100 for \$4.20).

## Hyacinths

(5 bulbs at 10 rate, 25 at 100 rate.)

Labeled, Prepaid in U. S. A.

Large bulbs that do especially well in pots but of course splendid for outdoors also.

**L'Innocence.** Best pure white.

**Lady Derby.** Lovely soft rose. Large.

**Gertrude.** Splendid rose-pink.

**Queen of Blues.** Light blue or lavender.

**King of Blues.** Rich deep blue or purple.

Any of the above, assorted or alike, labeled! (Each 15c) (10 for \$1.40) (100 for \$12.00).

## BEDDING HYACINTHS

The same fine colors as above but smaller bulbs. Splendid for outdoors. Produce fine spikes. (White) (Light Pink) (Rose-Pink) (Light Blue) (Purple) (Each 10c) (10 for 90c) (100 for \$8.00). All colors labeled.



## Hardy NARCISSUS BULBS

All Are Good for Either Pots or Garden



All Prepaid in U. S. A.

5 Bulbs at 10 Rate

All Labeled

**King Alfred** Largest of all Trumpet varieties. A monster for pots or outdoors. Both trumpet (which is deeply frilled) and perianth, deep, rich yellow, the shade of Golden Spur. A large bold flower; tall and strong grower. Sure to please. (2 for 25c) (10 for \$1.00).

**Empress** Trumpet large, rich golden yellow; petals or perianth white; long stem (3 for 25c) (10 for 70c).

**Emperor** Like Empress, but entire flower is pure golden-yellow. The two make a fine pair. (3 for 25c) (10 for 70c).

**Poeticus Ornatus** White petals, small, yellow cup, margined scarlet. Fragrant. (4 for 25c) (10 for 50c).

**Von Sion** The well-known yellow daffodil much grown in pots and garden. Double. (3 for 25c) (10 for 70c).

## PAPER WHITE NARCISSUS

BLOOMS IN WATER

For indoors only. Will bloom in soil or water. May be put into pots or bowls any time from September to December. Takes about eight weeks for the early lots to bloom. Later on, after the bulbs have begun to sprout before being planted, they bloom several weeks sooner. (4 for 25c) (10 for 50c).

## Fragrant Freesias

Prepaid

Very beautiful, graceful and delightfully fragrant.

**Culture.** Pot the bulbs in September or October for best results. Set the pots in cool place for a few weeks or more. Then place in or near window. Early potted bulbs bloom for Christmas.

**White Purity Strain.** (10 for 25c) (25, 50c).

**Rainbow Mixed.** Colored Freesias in mixture. (10 for 30c) (25, 60c) (100, \$2.10).

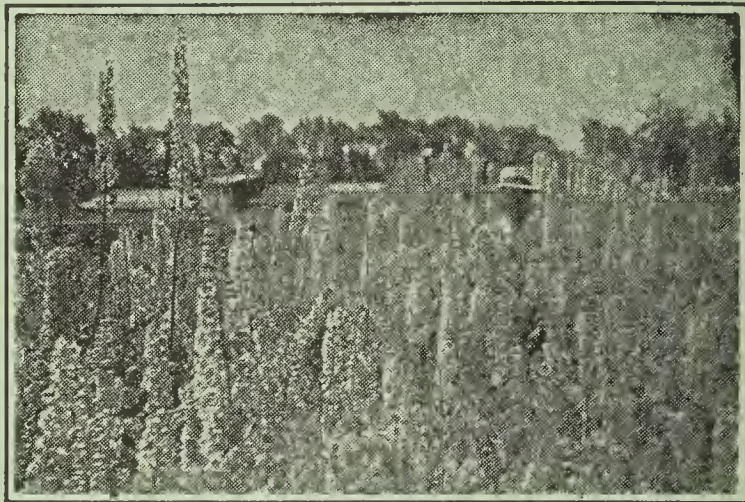
**GOLDEN DAFFODIL FREESIAS.** New, rich golden yellow. (10 for 35c) (25 for 70c).

## Crocus Bulbs

They bring us good cheer often before winter has really left. White, purple and yellow in separate colors, labeled. (10 for 36c) (100 for \$3.00). Mixed (10 for 30c) (100 for \$2.40).

## Good HARDY PERENNIALS

All Plants and Roots Prepaid in U. S. A. Set these out in September in most localities. Early October O. K. in many places.



**Delphinium Plants** Mixed colors, mostly shades of blue. Plant in fall for strong plants next summer. Special for Fall 1937, 10 plants for \$1.00; 25 plants for \$2.00. All prepaid in U. S. A.

**Columbine** "RAINBOW BLEND" ROOTS. Brilliant colors in shades of pink, rose scarlet, velvety reds and purples. Sold in mixed colors only. Special for Fall 1937. Blooming size roots, 3 for 50c; 8 for \$1.00; 20 for \$2.00. Prepaid.

**Statice** (Sea Lavender.) Latifolia, light blue. Fine for combining with other flowers, especially with Glads. Field Grown Blooming Size Roots (2 for 50c) (5 for \$1.00) (12 for \$2.00). Prepaid.

## LILY OF THE VALLEY

LILY OF THE VALLEY answers that question: "What can I grow in shade or partial shade?"



Thrives also out in the open, but is especially valuable for places where many other flowers will not grow. May be planted in clumps, or the clumps may be pulled apart, making 30 or more single roots. Good way to get quick results is to make 8 to 12 smaller clumps from the one I send you. Use fine sand liberally in soil when planting, give plenty of water, and your plants will bloom and spread nicely.

(Clump, \$1.00) (3 clumps, \$2.25) (6 clumps, \$4.00) (1/2 clump, 65c). Plant any time before ground freezes. Easy to grow. When become too thick to thrive well, thin them out, and give surplus to your neighbors.

**Important** You will get best results next season by planting Lily of the Valley this fall instead of next spring. Begins growth very early in spring.

## Super Wired Wood Labels

Took me YEARS to locate this real good grade of copper wired wood label of good size and "Super-Smooth." You need them for labeling cloth bags. Useful in garden also. Will supply these labels at: 100 for 40c; 200 for 75c; 500 for \$1.60; 1,000 for \$3.00, prepaid.



## At Digging-Time Prices--Fall Delivery

It's good business to buy Glads in the fall. Fall buying gives you the pick of the stock, assures your getting the varieties and sizes you want and at very reasonable prices.

I recommend buying at least part of one's Gladiolus bulbs in the fall, for several reasons.

One doesn't feel it so much if he buys part of his Glad bulbs in the fall instead of waiting until spring.

"The cream of the crop" is what I promise my fall Glad buyers.

Then, too, it's fun having your bulbs and bulblets right where you can watch them and keep them safely through the winter. Just to "paw them over" from time to time, and visualize the rare and beautiful spikes of bloom they will produce, is no small compensation, as any real fan will know.

I don't claim that my fall prices are always lower than in spring. Sometimes otherwise. But I fill the fall orders so liberally that the customer is 'way to the good anyhow.

## Three Size Glad Bulbs

The **LARGE BULBS** measure (in diameter) from 1½ inches up, mixed sizes. (Part No. 1 and part No. 2 sizes.) This size is designated by the letter "L".

**MEDIUM BULBS** measure ¾ inch to an inch or larger, mixed sizes. (Part No. 3 and part No. 4 sizes.) These Medium Bulbs bloom splendidly, though the large bulbs make still larger spikes and more of them. Medium bulbs are designated by the letter "M".

**NOTE:** If sold out No. 1 size, we may send all No. 2 for Large, but more of them. If out No. 3, will send all No. 4 but more of them. Usually have enough so can send as noted above, however.

**SMALL BULBS** are designated by the letter "S". They will average nearly half-inch in diameter. Not sold as blooming sizes, yet many will bloom.

**NOTE:** It will help us in filling your Glad bulb orders if you will mention the size each time: Large, Medium, Small, or just the letters L., M. or S.

## Prices, Terms, Delivery

Gladiolus prices are guaranteed for this fall only—until my spring catalogue is mailed in January. Many of these offers will be withdrawn altogether in January.

Each item on your Glad order must amount to not less than 10c.

**TERMS:** Cash with order, or ¼ cash with order, balance C. O. D. Or send ¼ with order, and balance any time before we are ready to ship.

**DELIVERY:** (Except wholesale lots.) I pay all postage or express charges, and guarantee safe delivery. (My choice, whether parcel post or express.)

If your express office is different from your mail address, please be SURE to give express office address also when ordering.

## What Size Shall I Buy?

A Large bulb usually produces two spikes of blossoms, sometimes three. A Medium bulb will produce a splendid spike, maybe two. A Small bulb is not certain to bloom, but many smaller bulbs will bloom, producing smaller spikes.

Medium and Small bulbs are especially valuable for producing new, vigorous bulbs and many bulblets. Large and Medium bulbs best for blooms.

## If You Pay Transportation

All Glad bulbs in this catalogue are priced PREPAID, except wholesale lots.

BUT, many customers have been much pleased with my special proposition.

If the customer pays express on Glads priced prepaid I will send extra Glads to more than offset the express charges. I'll send extra bulbs of kinds on your order or some good kinds, my selection, or maybe both.

If order part from wholesale list and part from prepaid lists, you will find it much to your advantage to do as many others have done. Just say, "Send all at my expense and add more Glads to **COVER SENDING COSTS ON PREPAID ITEMS.**"

On good size orders express usually cheaper, as bulbs take a special low rate by express.

But if you specify parcel post shipment and you pay carrying charges, then we ship C. O. D. for postage. Please do not send any money in such cases for postage or try to estimate it. Nor say you will remit for postage later. We keep no postage accounts. Either express, you pay express on arrival, or parcel post, the postage C. O. D.

Any Glads priced prepaid may be ordered f. o. b. Boulder, at the prepaid prices, but I then send you more than enough extra stock to offset the carrying charges. (Order should be \$3.00 or more to take advantage of this offer.)

Send list for price on the lot, if you care to, but only for good sized lots, not a list amounting to only a few dollars. I'll make you price f. o. b. Boulder on the list. Please state definitely the kinds, sizes and quantities of each wanted.

We ship bulbs all winter. Prefer to ship soon as bulbs are ready, because have so many other shipments in spring. But, of course, will hold until spring if you say so. Safe delivery guaranteed. You take no risk, no matter when we ship.

**SPRING DELIVERY.** I will store orders amounting to \$4.00 or more upon payment of 25 per cent or more on the order this fall. But so far as possible, I need to ship Glad bulbs **THIS FALL** and early winter. Short on storage room. Still more extra bulbs will be sent if you let me ship soon as bulbs are ready in fall and early winter.

**NOTICE** My fall Glad prices are made out early. If I am too low on some items, that's your good luck. If a bit high, I'll send plenty more Glads to adjust. Thus prices are in your favor "in the Long run."

## Second Choice, Please

Sooner or later, some kinds and sizes of Glad bulbs will be sold out. Saves a lot of time and correspondence if you will kindly name a few varieties that we may send in case sold out any on your order. Or say if we may send another size.

## LONG'S Long Count

As all my old customers know, your GLAD orders will be filled most liberally. I could promise you more for your money but I like to surprise you by doing better than I offer. The larger the order, the more liberal the overcount.



# Look Who's Here

## Shirley Temple ... a new glad!

A beautiful new heavily ruffled immense cream (almost white), with deeper yellow throat.

Six well placed blooms of heavy substance on a long spike of eighteen florets. Edges of petals beautifully frilled. You will say that the name, SHIRLEY TEMPLE, just fits.

Husky foliage, yet grows from five to six feet tall, and is a good propagator. Quite likely to bloom from bulblets, the spike and blooms being smaller, of course, than from bulbs, but lovely.

This wonderful new Glad, originated by D. S. Pruitt, is one of the best of this year's introductions and is destined to become as popular a star with Glad lovers as its namesake is in the movies.

On exhibition at the Oregon Glad Show a year ago, Shirley Temple was awarded first for the best seedling in the show, the largest individual floret and was easily the best spike in the entire show.

Shirley and her parents saw this Glad on display and graciously consented to its being named for America's little sweetheart.

**PRICES:** (Large bulbs \$3.75 each) (Medium bulbs \$2.00 each) (Small bulbs \$1.00 each) (Bulblets 50c each, 10 for \$4.00).

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### PRICES FOR ALL SIX SIZES

#### SHIRLEY TEMPLE

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Each..	\$ 5.00	\$ 3.75	\$ 2.50	\$ 2.00	\$ 1.50	\$ 1.00
Ten...	40.00	30.00	20.00	17.00	12.00	10.00

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### “Glad Gossip,” 10 Cents

“Glad Gossip” is a 24-page booklet I wrote to help both amateurs and professional growers get the most pleasure and profit from their Glads. Doesn't tell all there is to know about Glads, but tips you off about many points of vital interest.

Among other things, about eight pages are given to thrips. Many who followed my suggestions last season solved their thrips problems, and have renewed their enthusiasm for growing Glads as a hobby or for market.

The price is 10 cents. If not worth 10 cents then it isn't worth sending for. It's been worth dollars to many Glad growers. “You'll be surprised.”

Free with Glad orders amounting to \$1.00 or over, if asked for when order is sent. Really ought to have required a larger order for free copy, but send as big an order as you can, \$1.00 or more, and “Gossip” is yours. Otherwise, 10c. please.



Shirley Temple



# Choice Named VARIETIES OF Gladiolus

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate; but must amount to not less than 10c.)

**Acadia** (Palmer.) Geranium-pink. Large. Lovely. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

**Adirondack** (Christ.) Large, very dark rose. No other color in Glads just like it. (L. 15c; 10—\$1.20) (M. 2—15c; 10—60c) (S. 10—30c).

**Aflame** (H.) Giant begonia-rose. (L. 2—12c; 10—50c).

**Aida** (Pf.) Rich, deep violet-blue. Large, tall, straight, early, strong grower. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Alayne** (Kinyon.) Beautiful new shade of light rose. Never flecks. Straight stems. Blooms somewhat ruffled and all face one way. Splendid keeper when cut, opening up perfectly to the last tip. (L. 75c) (M. 50c) (S. 25c).

**Albatross** (Pf.) Large pure white. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Amador** (Kingsley.) New glowing red Glad that glistens in the sun and sparkles under electric light. Good size, good spike. (L. 2—14c; 10—60c) (M. 2—10c; 10—40c).

**Apricot Glow** (Palmer.) As named. (L. 2—12c; 10—50c).

**Arabella** (Pf.) Glossy, dark purple, almost black. Large florets; heavy texture. Tall exhibition variety. (L. Each, 50c) (M. 30c).

**Ave Maria** (Pf.) Large near-blue. Tall straight spike. Many large blooms open, facing one way, well placed. Early. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c). (My supply small.)

**Bagdad** (Palmer.) Smoky old rose. Large. Tall straight spike. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Beacon** (Palmer.) Red salmon with large cream blotches. (L. Each, 65c) (M. 40c) (S. 25c).

**Berty Snow** (Mair.) Large lavender. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Betty Brown Eyes** (Briggs.) Orange, maroon blotches on two lower petals. (L. 10c; 10—80c) (M. 2—15c; 10—60c). (Small supply.)

**Betty Co-Ed** (Briggs.) Soft creamy pink, "that schoolgirl complexion." (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

**Betty Nuthall** (Salbach.) Coral with orange throat. Wonderful. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Bill Sowden** (Fallu.) Very large deep red. Favorite Australian Glad. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

**Blue Admiral** (Christ.) Deep violet-blue. Clear color. Tall, strong straight spike. Large blooms, well faced, plenty open. Added to these good qualities is its healthy growth in field and good keeper in storage. One of my good friends and "fierce competitors" who has studied "blue" Glads more than I have says, "A most promising all-purpose variety of the darker 'blues.'" (L. 15c; 10—\$1.20) (M. 10c; 10—80c) (S. 2—15c; 10—60c).

## These Prices Prepaid Bulbs Plainly Labeled

**Blue Danube** (Pf.) Amethyst-blue with darker throat. Straight spike carrying large well spaced blooms. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c). (My supply small.)

**Blaue Schonheit** (Pf.) New. Light blue with edges of petals overlaid violet-blue. Wide opened florets. (L. Each, \$1.00) (M. 60c) (S. 40c).

**Blue Triumphator** (Pf.) Largest of the near blues. (L. 2—14c; 10—60c) (M. 2—10c; 10—10c).

**Bob White** (Zimmer.) Immense white with two rose lines on lower petals. (L. 10c; 10—70c) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c).

**Canzonetta** (Christ.) Large salmon-scarlet; self, no blotches. Many open. Stock scarce. (L. Each, \$6.00) (M. Each, \$4.00) (S. Each, \$3.00).

**Champlain** (Palmer.) A healthy, vigorous blue, or near-blue. Soft violet with slightly darker throat. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 3—10c; 10—25c).

**Charles Dickens** (Pf.) Radiant purple. Very tall, good spike. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

**Charles Lindbergh** (Prestgard.) Pink with light throat. (L. 15c; 10—\$1.20) (M. 2—16c; 10—70c).

**Christabel** (Mitsch.) Shrimp pink with cream throat. (L. 10c; 10—80c) (M. 2—12c; 10—50c).

**Commander Koehl** (Pf.) Immense dark scarlet of glowing brilliancy. A sensation in gardens and show rooms. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—15c).

**Coronado** (Briggs.) Immense ruffled white with purple throat. (L. 2—15c; 10—60c). (Small supply.)

**Coronation** (Palmer.) Light salmon, shading to cream. Exhibition type. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—20c).

**Coryphee** (Pf.) Soft pink with white throat. Large blooms. (L. 2—15c; 10—60c). (Small supply.)

**D. A. Hay** (New Zealand.) Large pink with cream throat. Many open. Exhibition type, prize winner in N. Z. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20).

**Debonair** (Palmer.) LaFrance pink. Throat shrimp pink and cream. Very good. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Do-X** (Pf.) Amber yellow. Good form, good size. Long spikes. (L. 30c) (M. 20c).

**Dr. F. E. Bennett** (D.) Bright red. (L. 2—12c; 10—50c) (M. 10—30c).

**Dr. Durr** (Pf.) New white with cream throat. Very early. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—18c).

**Dr. Hoeg** (Hoeg.) New, outstanding, very dark, glossy red. (L. 15c; 10—\$1.20) (M. 2—15c; 10—60c).



**Dr. Moody** (Kinyon.) Large lavender. Early. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Dr. Nelson Shook** (K.) Tyrian-rose. Ruffled. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Duna** (Palmer.) Soft light pinky buff. (L. 2—12c; 10—50c) (M. 10—10c; 10—25c) (S. 10—15c).

**Early Dawn** (Briggs.) New, tall, large, very early rich geranium pink. Color slightly deeper on lower petals. Small red lines in throat. Important because so few large, good, early pinks to be had. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

**Early Sunrise** (Vel.) Large, tall, deep salmon. Early. (Color varies.) (L. 2—14c; 10—60c) (M. 3—10c; 10—30c).

**Edith Robson** (Australia.) Light salmon-rose with reddish blotch. Very tall, strong growing plant with immense spike of bloom. A winner as an exhibition and cut flower variety. 10 to 12 well placed blooms open. (L. 2—14c; 10—60c) (M. 3—12c; 10—40c).

**Eloise** (Dorrett.) Clear, dark lavender or orchid. Unusual shade. (L. Each, 60c).

**Emile Aubrun** (Lemoine.) Huge spike. Flower of smoky bronze, with cherry blotch. (L. 2—14c; 10—60c).

**Fata Morgana** (Pf.) Peach blossom. Amber throat. Good spikes. Large, pleasing and early. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Flaming Meteor** (Mitsch.) Extra large, red blooms, five or six open at a time. One of the tallest, most spectacular Glads grown. A real novelty. (L. 10c; 10—30c) (M. 2—10c; 10—40c) (S. 10—20c).

**Frost Pink Ornatus** (Evans.) Lovely ruffled silvery pink. (L. Each, \$3.00) (M. Each, \$2.00) (S. Each, \$1.00).

**Gate of Heaven** (Pf.) Medium spike, strong growing pure, rich, deep yellow. Florets large, ruffled, well placed and of good substance. (L. 2—14c; 10—60c) (M. 2—10c; 10—40c) (S. 10—20c).

**Giant Nymph** (Coleman.) Pink with creamy throat. Tall. (L. 2—12c; 10—50c).

**Gladdie Boy** (Bill.) Extra early decorative pink with deep yellow throat. Ruffled, and very lovely. Good for cutting and valuable because so early. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Golden Cup** (Palmer.) Yellow. Deeper than Golden Dream. Large. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

**Golden Dream** (Groff.) Tall deep yellow. (L. 2—12c; 10—50c).

**Golden Goddess** (Salbach.) Very large exhibition yellow. (Large Bulbs, Each 35c; 3 for \$1.00; 10—\$3.00; 25—\$6.50).

**Gold Mine** (Briggs.) Large, yellow, similar to Golden Measure, but better. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c).

**Graf Zeppelin** (Pf.) Brilliant red. (L. 2—12c; 10—50c).

**Helen Wills** (Salbach.) Clear large white, shading to cream. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Hercules** (Crow.) New shade of clear buff. Tall massive spike. Blooms large and of heavy texture. (L. 30c; 10—\$2.40) (M. 20c; 10—\$1.60).

**Heritage** (Ristow.) Very large warm pink, throat lighter, with white midribs on lower petals. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c).

**Honor** (Mrs. Kinyon.) New clear lavender. Opens six large, well placed blooms. (L. 40c; 10—\$3.20) (M. 25c; 10—\$2.00) (S. 15c; 10—\$1.20).

**Isola Bella** (Pf.) New. Cattleya pink with a soft lilac hue. The wide open florets are slightly ruffled. (L. Each, \$1.25) (M. 75c) (S. 50c).

**Janet** (Crow.) Smoky gray shaded peach pink. Unique. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

**Jersey Cream** (Evans.) A new good commercial. Strong grower. Good habits. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c) (Blts. 8—25c).

**Johann Strauss** (Pf.) Large salmon pink to peach-red, with yellow throat. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20).

**Jonkheer Van Tets** (Pf.) Grand immense white. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—20c).

**Jonquil** (Palmer.) Clear deep yellow. No markings. (L. 30c) (M. 20c).

**J. S. Bach** (Pf.) Immense salmon-orange. (L. 20c; 10—\$1.60).

**King Arthur** (Arenius.) Grand deep rose-lavender. Florets very large, of distinct shape, edges fluted, of heavy substance, and well arranged. Visitors spot this as one of the most outstanding and interesting among newer Glads. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—18c).

**Lady Eaton** (Palmer.) Soft Venetian pink, with nearly white throat. (L. Each, 25c).

**La Paloma** (Dusinberre.) Vivid orange. One of the earliest. (L. 2—12c; 10—50c).

**Libelle** (Pf.) Heliotrope-blue, violet feather in throat. Flowers large and of a very pleasing color. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—20c).

**Linalee** (D.) Large rich pink, apparently a Phipps seedling. Taller and deeper pink than Phipps. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c).

**Londonderry** (Christ.) Giant rich orange with faint smoky cast over all. Touch of carmine in the throat. A giant in both plant and flowers. (L. Each, 30c) (M. 20c) (S. 10c).

**Louis d'Or** (Pf.) New bright orange-yellow early blooming Prim. (L. Each, 30c) (M. Each, 20c) (S. Each, 10c).

**Ludwig Beethoven** (Pf.) Smoky mauve. (L. 10c; 10—80c) (M. 2—12c; 10—50c).

**Makenu** (New Zealand.) Large wide open ruffled florets of orange shade, with scarlet blotch. Similar to Pfizer's Triumph in color. Does not burn in sun. (L. each, 50c; (M. 30c) (S. 20c).

**Maid of Orleans** (Pf.) Large lovely milky white with cream throat. Tall, straight spike. Flowers usually perfectly placed. A glorious and satisfactory white. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—18c).

**Mammoth White** (U. B.) Immense white. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Marjorie Morrill** (Jacobs.) Creamy pink. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c).



**Marmora** (Errey.) Immense smoky lavender from Australia. Many blooms open, on good, tall, straight spike. Great exhibition variety. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Margaret Fulton** Superb early salmon decorative. A distinct shade, different from the color of any other variety. Great favorite with florists on account of its rich color. Fine habits. Has been high priced but increases fast, hence these low prices. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Maunga** (New Zealand.) Gigantic pure white. Prize winner at many New Zealand shows. (L. Each, 40c) (M. 30c) (S. 20c).

**Max Reger** (Pf.) New commercial light lavender-blue. (L. 25c) (M. 15c) (S. 10c).

**Mildred Louise** (Wentworth.) Marvelous strawberry pink. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Milford** (New Zealand.) One of the top-notch originations to date. Clear azure-blue, slightly darker at edges of petals. But practically free from stripes, streaks, spots and blotches. Unusually clear even tone of lovely light blue. Some florets show a little deeper color in throat. Flowers very large, 9 open. Spike and placement good. A sturdy, healthy, beautiful giant Glad. "Its' a winner." (L. Each, 30c) (M. 20c) (S. 2—25c).

**Millie Parks** (New Zealand.) Shrimp pink, flaked rose dore, primrose throat. (L. Each, \$1.60) (M. Each, 80c) (S. Each, 40c) (Blts. Each, 25c; 5 for \$1.00).

**Minuet** (J. C.) Large lavender. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

**Miss Alameda** (Salbach.) Large deep salmon-pink, with carmine blotch. Tall straight spike. Florets large and of heavy substance. (L. 10c; 10—70c) (M. 3—15c; 10—40c) (S. 10—25c).

**Miss Greeley** (Briggs.) So similar to Mr. W. H. Phipps that causes many arguments. Not quite so massive and spectacular as Phipps, but better in some points. The amazing and exceedingly valuable difference is that Miss Greeley is about three weeks earlier than Phipps. Just imagine what this means to florists and commercial growers. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

**Miss Marion** (Zimmer.) A very distinctive shade of mauve lavender not seen in any other glad. A soft cream throat further enhances its beauty. (L. Ea., \$1.25) (M. Ea., 75c) (S. Ea., 50c).

**Miss New Zealand** (New Zealand.) The sensational gigantic introduction that all Glad fans are talking about. Color, salmon-apricot, suffused rose with blotch of ripe peach. The Glad that put New Zealand on the Glad map. Gigantic in every way. Good propagator and therefore now much cheaper than when introduced several years ago. (L. Each, 40c) (M. 30c) (S. 20c).

**Morocco** (Pf.) Very dark maroon. Buds almost black. Large. An outstanding novelty. Catches eye of every visitor to gardens. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Mother Machree** (Stevens.) Soft smoky lavender, combined with orange and gray. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Mr. W. H. Phipps** (D.) "The Wonder Glad." La France pink. Has been grown with 20 open blooms. (L. 2—12c; 10—50c) (M. 10—25c).

**Mrs. E. A. Rides** (New Zealand.) Large blue lavender with reddish center. Eight large florets open. (L. each, 40c) (M. 30c) (S. 20c).

**Mrs. E. J. Heaton** (Heaton.) Glowing salmon with clear cream throat. Has as many as eight large flowers open on tall, strong, straight spikes. Something like Mildred Louise in general appearance. Originated in my home state, Iowa, by my good friend, Foss Heaton, who knows his Glads. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—25c).

**Mrs. E. J. Toon** (Toon, New Zealand.) New, very large fine white. (L. Each, \$3.00) (M. Each, \$2.00) (S. Each, \$1.50).

**Mrs. G. Wade** (Whiteley, New Zealand.) Medium yellow. Early, 8 to 10 open. (L. 25c) (M. 20c) (S. 15c) (Blts. 25—25c).

**New Era** (Ellis-Majeski.) Eosine pink blended with La France pink. A pink that is PINK. Soft cream throat, white midribs. Extremely ruffled (very frilled). 10 open florets, 18 florets and buds. Good placement and always straight. Heavy texture. Under subdued light it has no equal. (L. Each, \$3.50) (M. Each, \$2.50) (S. Each, \$1.50).  
(See also page of Rare Varieties.)

**Ninth Symphony** (Pf.) New. A first class exhibition variety. Color vivid salmon red with silky sheen without any markings. The florets are very large, wide opened, of good lasting substance and excellently placed. (L. each, 40c) (M. 30c) (S. 20c).

**Our Selection** (Australia.) Salmon-red, flecked with deeper shade, often marked with slate flakings. Lower petals carrying a blotch of cerise bordered with cream. Considerable variation in color and markings. Strong spikes carry large blooms, many open. Placement splendid. (L. 2—12c; 10—50c) (M. 10—25c).

**Pelegrina** (Pf.) Near blue. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—18c).

**Pensacola** (Christ.) Pure scarlet red. No markings. Very attractive. Some say the best in its color class. (L. each, 35c) (M. 25c) (S. 15c).

**Pfitzer's Triumph** (Pf.) Immense blooms of salmon-orange. Usually classed with reds. (L. 2—12c; 10—50c).

**Picardy** (Palmer.) Soft shrimp pink. Many say this is the most outstanding introduction in recent years. (L. 2—12c; 10—50c) (M. 10—25c) (S. 10—15c).

**Pirate** (Palmer.) Shades of carmine and pomegranate-purple. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Pititi** (New Zealand.) Salmon-apricot flaked darker. Throat powdered henna. Plant, spike, florets very large, 10 to 12 open. Champion bloom at Papanui, New Zealand show 1934. (L. each, 25c) (M. 15c) (S. 10c).

**Polar Ice** (Pf.) Absolutely white, straight spike, florets of good size. This variety is one of the earliest whites, and therefore a valuable commercial. I was one of the first to import Polar Ice, in 1931. (L. 2—14c; 10—60c) (M. 2—16c; 10—40c).

**Prairie Gold** (Corrington.) Rich deep yellow. Carmine on tips and reverse side of petals. Buds and blooms lie close to stem. Spikes straight and strong. Habits good. The color is very unusual. Won first prize at National Show, South Bend, Ind., 1935. (L. 65c) (M. 40c) (S. 25c).

**Premier Henry** (Palmer.) Geranium pink, shading to La France pink deep in throat. Very large. (L. each, 30c).



**Primrose Princess** (Salbach.) Very large, stately, wide open primrose yellow. 5 to 7 open. Tall, strong spike with long flower head. (L. 2—12c; 10—50c).

**Prof. Slogteran** (Holland.) Pure flesh pink; carmine feather. Straight spike. Large. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c).

**Rameses** (Stevens.) Red-purple with deep crimson blotch. Spike very tall. Florets large. Ruffled. Not a commercial sort, but a novelty. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Rapture** (Palmer.) Medium light salmon with diffused creamy blotch. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

**Red Phipps** (Briggs.) Florets not so large as Phipps and not so many open, but earlier than Phipps. Color a glowing red. Splendid spike, good placement. Buds and blossoms attached to spike just right for packing and long distance shipping. Sure to become valuable commercially and also be highly prized by fans. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

**Redwood Beauty** (Majeski.) Something like the popular "Our Selection," but larger, brighter, and more dazzling and spectacular. Bulbets very hard to germinate. Better buy bulbs of this. (L. Each, 80c) (M. Each, 50c) (S. Each, 35c).  
(See also page of Rare Kinds.)

**Richard Wagner** (Christ.) Good cream, nearly white. Glad of good size and satisfactory habits. (L. Each, 20c) (M. Each, 15c) (S. Each, 10c).

**Rideau** (Palmer.) Smoky salmon shade. Large. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Robert Burns** (Christ.) Similar to Blue Admiral, but a later and better introduction. (L. Each, \$6.00) (M. Each, \$3.00) (S. Each, \$1.50).

**Salbach's Orchid** (Salbach.) Similar to Minuet but pink—the shade of a Cattleya orchid. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

**Sahara** (Palmer.) Light brown to tan. Unusual color, well named. (L. Each, \$1.50) (M. Each, \$1.00) (S. Each, 60c).

**Salbach's Pink** (Salbach.) Large geranium-pink. (L. 2—12c; 10—50c).

**Schwaben Girl** (Pf.) Pure pink without markings—strong straight spikes. Large florets with round petals, 8 to 10 open. Surprisingly early for such a large, fine Glad. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—20c).

**Smiling Maestro** (Christ.) Deep salmon-rose, flaked brown. Large exhibition type. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00).

**Solveig** (Prestgard.) Large ruffled white with carmine feather. (L. each, 40c) (M. 25c).

**Sonatine** (Pf.) Atlas-rose with small cherry-red blotches. Florets very large with broad petals, and strongly attached to spike. Tall, strong, straight spikes. Considered one of Pfitzer's best. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c).

**Southern Cross** (New Zealand.) Large deep red, about the color of Commander Koehl, but different. Good in every way. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—18c).

**Spirit of St. Louis** (D.) Fine early orange saffron. Large spike with many open. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Spray of Gold** (Palmer.) Deep clear yellow. Waved petals. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**St. Lawrence** (Christ.) Bright scarlet, cardinal throat. (L. Each, 50c) (M. Each, 35c) (S. Each, 25c).

**Star of Bethlehem** (Pf.) New pure white similar to Maid of Orleans, but still larger. A winner. (L. 20c; 10—\$1.60) (M. 10c; 10—80c) (S. 2—10c; 10—40c).

**Sultan** (Crow.) Large, velvety, rosy-red, ruffled. Many open. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

**Sweetheart** (Prestgard.) Lovely decorative white with pink edges. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—18c).

**Taiaroa** (New Zealand.) Salmon-pink, flaked slate with purple blotch. 9 large well placed florets open at once. (L. 12c; 10—\$1.00) (M. 2—12c; 10—50c) (S. 10—30c).

**Takina** (New Zealand.) Another giant as large as Miss New Zealand, but entirely different in color. The plant, spike and flowers are massive. Color, rosaline purple, lightly flaked darker. (L. each, 50c) (M. \$1.40) (S. 30c).

**Tawhaki** (New Zealand.) Terra-cotta, blooms with chocolate blotch. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c).

**Toa** (New Zealand.) Another large husky Glad from New Zealand. Tall, straight spike. Florets large, well placed and plenty open. Color, rosy salmon, with darker blotch. Very robust, strong, healthy grower. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c).

**Vagabond Prince** (Palmer.) Bronze red with rich orange throat. (L. Each, 50c) (M. Each, 30c) (S. Each, 20c).

**Virginia Skelly** (Kunderd - Skelly) Dainty, graceful, ruffled pink and cream. George W. Hunter, a large commercial grower, predicts Virginia Skelly will prove a valuable florist's variety. It is, of course, for the home garden as well. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—25c).

**Wasaga** (Palmer.) Buff Prim grand with wide open waved blooms, winning seedling in its class at National Glad Show, 1931. Color decidedly and delightfully different. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

**Whero** (New Zealand.) Immense scarlet-red with darker flecks at outer edges. The large blooms are of good lasting substance. Stock very scarce in New Zealand and other countries. (L. each, 35c) (M. 25c) (S. 15c).

**Wurtembergia** (Pf.) Very large red with white throat. One of Pfitzer's best. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c) (S. 10—18c).

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**Early Bird Mixed** Mixed from good named varieties, early blooming kinds. Miss Greeley and other good earlies included. My selection. None labeled. (L. 10—60c; 50—\$2.20; 100—\$4.00) (M. 10—40c; 50—\$1.50; 100—\$2.80). Prepaid.

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**Exhibition Mixed** Each order mixed from fine named varieties, my selection, none labeled. (L. 10—55c; 50—\$2.00; 100—\$3.60) (M. 10—30c; 50—\$1.20; 100—\$2.00). Prepaid.

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# Gladiolus Collections

## \$3.30 Labeled Collection "A"

All Large Bulbs, Prepaid

- |                 |                     |
|-----------------|---------------------|
| 4 Acadia        | 5 King Arthur       |
| 3 Amador        | 3 Mammoth White     |
| 5 Bagdad        | 6 Margaret Fulton   |
| 4 Berty Snow    | 5 Mother Machree    |
| 4 Betty Co-Ed   | 6 Mr. W. H. Phipps  |
| 5 Betty Nuthall | 5 Our Selection     |
| 5 Dr. Moody     | 6 Picardy           |
| 5 Dr. Durr      | 5 Red Phipps        |
| 5 Duna          | 4 Salsbach's Orchid |
| 6 Gladdie Boy   | 5 Wasaga            |

All the above, each labeled, \$3.30, prepaid.

## \$2.20 Labeled Col. "AA"

Same kinds and same number of bulbs as in Collection "A," but bulbs Medium, \$2.20.

## \$1.80 Labeled Col. "AAA"

Same kinds and same number of bulbs as in Collection "A," but bulbs Small, \$1.80.

## \$5.00 Labeled Collection "B"

All Large Bulbs, Prepaid

- |                   |                     |
|-------------------|---------------------|
| 4 Blue Admiral    | 4 J. Van Tets       |
| 5 Champlain       | 4 Libelle           |
| 5 Charles Dickens | 6 Maid of Orleans   |
| 4 Commander Koehl | 7 Mildred Louise    |
| 6 Debonair        | 6 Minuet            |
| 7 Early Dawn      | 6 Miss Greeley      |
| 5 Edith Robson    | 5 Mrs. E. J. Heaton |
| 3 Flaming Meteor  | 4 Pelegrina         |
| 5 Gate of Heaven  | 5 Rapture           |
| 7 Golden Cup      | 5 Sonatine          |
| 4 Gold Mine       | 4 Wurtembergia      |

All the above, each labeled, \$5.00, prepaid.

## \$3.80 Labeled Col. "BB"

Same kinds and same number of bulbs as in Collection "B," but bulbs Medium, \$3.80.

## \$2.90 Labeled Col. "BBB"

Same kinds and same number of bulbs as in Collection "B," but bulbs Small, \$2.90.

## \$8.00 Labeled Collection "C"

All Large Bulbs, Prepaid

- |                    |                     |
|--------------------|---------------------|
| 4 Betty Brown Eyes | 7 Mildred Louise    |
| 5 Bob White        | 3 Milford           |
| 4 Christabel       | 2 Miss New Zealand  |
| 6 Edith Robson     | 3 Pensacola         |
| 1 Hercules         | 4 Pirate            |
| 2 Heritage         | 2 Pititi            |
| 2 J. S. Strauss    | 1 Redwood Beauty    |
| 3 J. S. Bach       | 5 Schwaben Girl     |
| 3 Ludwig Beethoven | 7 Southern Cross    |
| 4 Linalee          | 5 Star of Bethlehem |
| 2 Londonderry      | 5 Taiaroa           |
| 8 Maid of Orleans  | 5 Wurtembergia      |

All the above, each labeled, \$8.00, prepaid.

## \$6.00 Labeled Col. "CC"

Same kinds and same number of bulbs as in Collection "C," but bulbs Medium, \$6.00.

## \$4.00 Labeled Col. "CCC"

Same kinds and same number of bulbs as in Collection "C," but bulbs Small, \$4.00.

## \$10.00 Labeled Col. "D"

All Large Bulbs, Prepaid

- |                  |                     |
|------------------|---------------------|
| 1 Alayne         | 2 Miss New Zealand  |
| 3 Blue Admiral   | 4 Mrs. E. J. Heaton |
| 3 Champlain      | 3 Pititi            |
| 3 Christabel     | 2 Redwood Beauty    |
| 4 Flaming Meteor | 3 Smiling Maestro   |
| 1 Hercules       | 5 Sonatine          |
| 3 Jersey Cream   | 4 Star of Bethlehem |
| 8 King Arthur    | 5 Taiaroa           |
| 3 L. Beethoven   | 4 Toa               |
| 1 Maunga         | 2 Vagabond Prince   |
| 3 Milford        | 1 Whero             |

All the above, each labeled, \$10.00, prepaid.

## \$7.00 Labeled Col. "DD"

Same kinds and same number of bulbs as in Collection "D," but bulbs Medium, \$7.00.

## \$4.80 Labeled Col. "DDD"

Same kinds and same number of bulbs as in Collection "D," but bulbs Small, \$4.80.

## \$15 Labeled Collection "E"

All Large Bulbs, Prepaid

- |                 |                  |
|-----------------|------------------|
| Beacon          | Miss New Zealand |
| Blaue Schonheit | Ninth Symphony   |
| Heritage        | Pensacola        |
| Honor           | Redwood Beauty   |
| Isola Bella     | Rewi Fallu       |
| Londonderry     | Robert Burns     |
| Louis D'Or      | Sahara           |
| Maunga          | Takina           |
| Max Reger       | Toa              |
| Millie Parks    | Vagabond Prince  |
| Miss Alameda    | Whero            |

All the above, each labeled, \$15.00, prepaid.

## \$9.90 Labeled Col. "EE"

Same kinds and same number of bulbs as in Collection "A," but bulbs Medium, \$9.90.

## \$7.70 Labeled Col. "EEE"

Same kinds and same number of bulbs as in Collection "A," but bulbs Small, \$7.70.

## \$6.60 Rare Bulblet Collection "EEEE"

Each Variety Labeled, Prepaid

- |                   |                      |
|-------------------|----------------------|
| 5 Alayne          | 10 Miss New Zealand  |
| 7 Beacon          | 42 Mrs. E. J. Heaton |
| 9 Blaue Schonheit | 14 Ninth Symphony    |
| 1 Canzonetta      | 12 Pensacola         |
| 28 Christabel     | 22 Pititi            |
| 34 Blue Admiral   | 3 Prairie Gold       |
| 26 Flaming Meteor | 4 Redwood Beauty     |
| 13 Heritage       | 2 Rewi Fallu         |
| 33 Honor          | 1 Robert Burns       |
| 18 Jersey Cream   | 35 Sonatine          |
| 17 Londonderry    | 37 Star of Bethlehem |
| 22 Louis D'Or     | 24 Taiaroa           |
| 14 Maunga         | 6 Takina             |
| 31 Milford        | 11 Vagabond Prince   |
| 6 Millie Parks    | 6 Whero              |

**NOTE:** Chances are, certain kinds and sizes in COLLECTIONS will be sold out too soon. The Collections are offered with the understanding we may send another kind or size, if out of the listed, yet giving same value or more. Seldom need to make changes, but best to have it understood, to save time and correspondence.



# Rare Gladiolus Bulbs and Bulblets Priced Prepaid

In selecting from the following list, you may figure 3 or more bulbs at the 10 rate. Figure 25 or more at the 100 rate. ALL PLAINLY LABELED.

If you wish to pay the express or parcel post, go ahead and make out your order at these prepaid prices, then I'll add extras of kinds ordered to more than cover carrying charges.

Variety	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bulblets
ADIRONDACK .....	Each \$	0.15	\$ 0.12	\$ 0.10	...	\$ 0.50	\$ 0.40	50.. \$ 0.25
	Ten	1.20	1.00	.80	\$ 0.60			100.. 4.00
ALAYNE .....	Each	.75	.60	.50	.40	.30	....	10.. .30
	Ten	6.00	4.80	4.00	3.20	2.40	....	.....
BEACON .....	Each	.75	.65	.50	.40	.30	.25	4.. .25
	Ten	6.00	4.80	4.00	3.20	2.40	2.00	10.. .50
BLUE ADMIRAL .....	Each	.15	.12	.10	....	....	....	25.. .25
	Ten	1.20	1.00	.80	.60	.50	.40	100.. .75
	100	10.00	8.00	6.00	4.80	4.00	3.20	1000.. 6.00
BLAUE SCHONHEIT .....	Each	1.25	1.00	.75	.60	.50	.40	4.. .25
	Ten	10.00	8.00	6.00	4.80	4.00	3.20	20.. 1.00
CHRISTABEL .....	Each	.12	.10	....	....	....	....	.....
	Ten	1.00	.80	.60	.40	....	....	.....
FLAMING METEOR .....	Each	.12	.10	....	....	....	....	40.. .20
	Ten	1.00	.80	.60	.40	.30	.20	100.. .40
HERCULES .....	Each	.35	.30	.25	.20	....	....	.....
HERITAGE .....	Each	.30	.25	.20	.15	.12	.10	100.. .60
HONOR .....	Each	.40	.30	.25	.20	.15	.10	10.. .25
	Ten	3.20	2.40	2.00	1.60	1.20	.80	100.. 2.00
JERSEY CREAM .....	Each	.35	.25	.20	.15	.12	.10	12.. .25
	Ten	2.40	2.00	1.60	1.20	1.00	.80	100.. 1.50
KING ARTHUR .....	Ten	.60	.50	.40	.30	.20	.15	50.. .15
	100	5.00	4.00	3.20	2.40	1.80	1.20	100.. .25
LONDONDERRY .....	Each	.40	.30	.25	.20	.15	.10	6.. .25
	Ten	3.00	2.40	2.00	1.60	1.20	1.00	100.. 3.00
LOUIS D'OR .....	Each	.40	.30	.25	.20	.15	.10	6.. .25
	Ten	3.00	2.40	2.00	1.60	1.20	.80	100.. 3.00
MAX REGER .....	Each	.30	.25	.20	.15	.12	.10	15.. .25
MILFORD .....	Each	.30	.25	.20	.15	.12	.10	18.. .25
	Ten	2.40	2.00	1.60	1.20	1.00	.80	100.. 1.00
	100	20.00	16.00	12.00	10.00	8.00	6.40	1000.. 8.00
MILLIE PARKS .....	Each	2.00	1.60	1.20	.80	.60	.40	1.. .25
MISS NEW ZEALAND .....	Each	.50	.40	.35	.30	.25	.20	6.. .25
	Ten	4.00	3.20	2.80	2.40	2.00	1.60	100.. 3.00
	100	30.00	26.00	22.00	18.00	15.00	12.00	1000.. 24.00
MRS. E. A. HEATON .....	Ten	1.00	.80	.60	.50	.35	.25	100.. .75
	100	8.00	6.00	4.80	3.60	2.80	2.00	1000.. 6.00
NEW ERA .....	Each	4.00	3.50	3.00	2.50	2.00	1.50	1.. .25
	Ten	32.00	28.00	24.00	20.00	16.00	12.00	10.. 2.00
NINTH SYMPHONY .....	Each	.50	.40	.35	.30	.25	.20	5.. .25
	Ten	4.00	3.00	2.80	2.40	2.00	1.60	100.. 4.00
	100	32.00	24.00	22.00	18.00	15.00	12.00	1000.. 30.00
PENSACOLA .....	Each	.40	.35	.30	.25	.20	.15	6.. .25
	Ten	3.20	2.80	2.40	2.00	1.60	1.20	100.. 3.00
PITITI .....	Each	.30	.25	.20	.15	.12	.10	16.. .25
	Ten	2.40	2.00	1.60	1.20	1.00	.80	100.. 1.20
PRAIRIE GOLD .....	Each	.80	.65	.50	.40	.30	.25	2.. .20
REDWOOD BEAUTY .....	Each	1.00	.80	.60	.50	.40	.35	4.. .25
	Ten	8.00	6.40	4.80	4.00	3.20	2.80	100.. 5.00
TAIAROA .....	Ten	1.20	1.00	.80	.60	.40	.30	100.. .30
	100	10.00	8.00	6.40	4.80	3.20	2.40	1000.. 2.40
TOA .....	Each	.30	.25	.20	.15	.12	.10	10.. .25
	Ten	2.40	2.00	1.60	1.20	1.00	.80	100.. 1.60
	100	20.00	15.00	12.00	10.00	8.00	6.00	1000.. 12.00
VAGABOND PRINCE .....	Each	.60	.50	.45	.30	.25	.20	10.. .40
	Ten	4.80	4.00	3.20	2.40	2.00	1.60	100.. 3.20
WHERO .....	Each	.40	.35	.30	.25	.20	.15	5.. .25
	Ten	3.20	2.80	2.40	2.00	1.60	1.20	100.. 4.00



# Gladiolus Bulbs Priced per 100 Prepaid

25 or more bulbs at the 100 rate. If sold out of size ordered, will send size smaller, adding more bulbs to make up the difference in price **UNLESS YOU REQUEST OTHERWISE.** All plainly labeled.

Prepaid, Per 100	Size 1 1½ In. Up	Size 2 1¼-1½ Inches	Size 3 1-1¼ Inches	Size 4 ¾-1 Inches	Size 5 ½-¾ Inches	Size 6 ¼-½ Inches
ACADIA .....	\$ 4.00	\$ 3.20	\$ 2.40	\$ 2.00	\$ 1.60	\$ 1.20
AFLAME .....	4.00	3.00	2.20	....	....	....
AIDA .....	4.00	3.20	2.40	2.00	....	....
ALBATROSS .....	4.40	3.60	2.80	2.20	....	....
AMADOR .....	4.80	3.60	3.00	2.40	....	....
APRICOT GLOW .....	3.60	2.80	2.00	....	....	....
BAGDAD .....	4.00	3.00	2.40	1.80	1.20	1.00
BERTY SNOW .....	4.00	3.00	2.40	1.80	1.20	1.00
BETTY CO-ED .....	4.00	3.00	2.40	1.60	1.20	1.00
BETTY NUTHALL .....	4.00	3.00	2.40	1.60	....	....
BILL SOWDEN .....	4.00	3.20	2.80	1.80	....	....
BLUE ADMIRAL .....	10.00	8.00	6.00	4.80	3.20	2.40
BLUE TRIUMPHATOR .....	4.40	3.60	2.80	....	....	....
CHAMPLAIN .....	7.00	5.60	4.80	4.00	3.00	2.40
CHARLES DICKENS .....	4.00	3.00	2.40	1.80	....	....
COMMANDER KOEHL .....	4.00	3.40	2.40	....	1.20	1.00
CORONATION .....	4.00	3.20	2.80	2.00	1.60	1.20
DEBONAIR .....	4.00	3.20	2.80	2.00	1.60	1.20
DR. DURR .....	4.00	3.20	2.80	2.00	1.60	1.20
DR. MOODY .....	4.00	3.00	2.00	1.60	1.20	1.00
DR. SHOOK .....	4.00	3.00	2.00	....	....	....
DUNA .....	4.00	3.00	2.00	1.60	1.00	.80
EARLY DAWN .....	4.00	3.00	2.40	1.80	1.20	1.00
EARLY SUNRISE .....	4.00	3.20	2.40	1.80	....	....
EDITH ROBSON .....	4.00	3.20	2.80	2.00	....	....
GATE OF HEAVEN .....	6.00	4.80	3.60	2.80	2.00	1.60
GIANT NYMPH .....	3.60	2.80	1.80	1.40	....	....
GLADDIE BOY .....	4.00	3.00	2.00	1.60	1.20	1.00
GOLDEN CUP .....	4.00	3.00	2.20	1.60	1.20	1.00
GOLD MINE .....	4.00	3.20	2.80	2.20	....	....
GRAF ZEPPELIN .....	4.00	3.20	2.40	....	....	....
J. VAN TETS .....	4.40	3.60	2.80	2.40	2.00	....
KING ARTHUR .....	5.00	4.00	3.20	2.40	1.80	1.20
LIBELLE .....	4.00	3.20	2.80	2.20	1.80	....
LINALEE .....	4.00	3.20	2.80	2.20	....	....
MAID OF ORLEANS .....	4.00	3.20	2.80	2.20	1.80	1.40
MAMMOTH WHITE .....	4.00	3.00	2.40	2.00	....	....
MARGARET FULTON .....	4.00	3.00	2.00	1.60	1.20	....
MARJORIE MORRELL .....	4.20	3.60	3.00	2.40	....	....
MARMORA .....	4.00	3.00	2.00	1.60	1.20	....
MILDRED LOUISE .....	4.00	3.20	2.80	2.40	2.00	1.60
MILFORD .....	20.00	16.00	12.00	10.00	8.00	6.40
MINUET .....	4.00	3.00	2.00	1.60	....	....
MISS GREELEY .....	4.00	3.00	2.20	1.80	1.40	1.20
MOTHER MACHREE .....	4.00	3.00	2.20	1.60	1.00	....
MR. W. H. PHIPPS .....	4.00	3.00	2.00	1.40	....	....
MRS. E. J. HEATON .....	8.00	6.00	4.80	3.60	2.80	2.00
OUR SELECTION .....	4.00	3.20	2.40	1.80	....	....
PELEGRINA .....	4.00	3.20	2.40	1.80	....	....
PFITZER'S TRIUMPH .....	4.00	3.00	2.40	....	....	....
PICARDY .....	3.60	2.40	1.60	1.20	.80	.60
PIRATE .....	4.00	3.20	2.40	1.80	1.40	....
POLAR ICE .....	4.80	3.60	3.00	2.40	....	....
RAMESES .....	4.00	3.20	2.40	2.00	1.60	1.20
RAPTURE .....	4.00	3.00	2.40	1.80	1.20	....
RED PHIPPS .....	4.00	3.00	2.20	1.80	1.40	1.20
RIDEAU .....	4.00	3.00	2.40	2.00	....	....
SALBACH'S ORCHID .....	4.00	3.20	2.40	1.60	....	....
SCHWABEN GIRL .....	4.80	3.60	2.80	2.00	1.40	....
SONATINE .....	9.00	8.00	7.00	5.00	4.00	3.00
SOUTHERN CROSS .....	4.80	3.60	2.80	2.00	1.40	1.20
SPIRIT OF ST. LOUIS .....	4.00	3.00	2.00	1.60	1.20	....
SPRAY OF GOLD .....	4.00	3.00	2.00	1.60	....	....
STAR OF BETHLEHEM .....	14.00	12.00	8.00	6.00	4.80	3.20
SULTAN .....	4.00	3.00	2.40	2.00	....	....
SWEETHEART .....	4.00	3.00	2.00	1.60	1.20	....
TAIAROA .....	10.00	8.00	6.40	4.80	3.20	2.40
WASAGA .....	4.00	3.00	2.00	1.60	1.00	.80
WURTEMBERGIA .....	4.00	3.20	2.40	1.80	....	....
EARLY BIRD MIXTURE .....	4.80	4.00	3.20	2.80	....	....
EXHIBITION MIXTURE .....	4.00	3.20	2.80	2.00	1.60	1.20



# Gladiolus Wholesale Prices per 100 F. O. B. Boulder

25 or more bulbs at the 100 rate. If sold out size ordered, will send size smaller, adding more bulbs to make up difference in price, **UNLESS YOU REQUEST OTHERWISE.** All bulbs plainly labeled.

Per 100 Wholesale, F. O. B.	Size 1 1½ In. Up	Size 2 1¼-1½ Inches	Size 3 1-1¼ Inches	Size 4 ¾-1 Inches	Size 5 ½-¾ Inches	Size 6 ¼-½ Inches
ACADIA .....	\$ 2.40	\$ 1.80	\$ 1.40	\$ 1.20	\$ 1.00	\$ 0.80
AFLAME .....	2.40	1.80	1.40	....	....	....
AIDA .....	2.40	1.80	1.40	1.20	....	....
ALBATROSS .....	3.00	2.60	2.20	1.80	....	....
AMADOR .....	3.60	3.00	2.60	2.20	2.00	....
APRICOT GLOW.....	2.00	1.60	1.20	1.00	....	....
BAGDAD .....	2.00	1.60	1.40	1.20	1.00	....
BERTY SNOW .....	2.00	1.60	1.20	1.00	.80	....
BETTY CO-ED.....	2.00	1.60	1.20	1.00	.80	.70
BETTY NUTHALL .....	2.00	1.60	1.20	1.00	.80	.70
BILL SOWDEN .....	2.80	2.40	1.80	1.60	1.20	1.00
BLUE ADMIRAL .....	8.00	6.00	4.00	3.00	2.40	2.00
BLUE TRIUMPHATOR .....	3.00	2.40	2.00	....	....	....
CHAMPLAIN .....	5.00	4.80	3.60	2.80	2.40	2.00
CHARLES DICKENS.....	2.00	1.60	1.20	1.00	.80	.70
COMMANDER KOEHL.....	3.00	2.60	2.00	....	1.00	.80
CORONATION .....	3.00	2.40	2.00	1.40	1.20	....
DEBONAIR .....	2.40	2.00	1.60	1.20	1.00	.80
DR. DURR .....	2.60	2.20	1.80	1.40	1.20	1.00
DR. MOODY.....	2.00	1.60	1.20	1.00	.80	....
DR. SHOOK .....	2.00	1.60	1.20	1.00	.80	....
DUNA .....	2.20	1.80	1.40	1.00	.80	.70
EARLY DAWN .....	2.50	2.00	1.60	1.20	1.00	.80
EARLY SUNRISE .....	2.60	2.20	1.80	1.60	....	....
EDITH ROBSON.....	2.50	2.00	1.60	1.20	....	....
GATE OF HEAVEN.....	4.80	3.60	2.80	2.20	1.80	1.40
GIANT NYMPH .....	2.00	1.60	1.20	1.00	....	....
GLADDIE BOY.....	2.00	1.60	1.20	1.00	.80	....
GOLDEN CUP .....	2.40	2.00	1.60	1.20	1.00	.80
GOLD MINE.....	2.50	2.00	1.60	1.40	....	....
GRAF ZEPPELIN .....	2.50	2.00	1.60	....	....	....
J. VAN TETS.....	3.20	2.80	2.20	1.80	1.40	....
KING ARTHUR .....	4.00	3.20	2.80	2.00	1.60	1.20
LIBELLE .....	3.00	2.40	2.00	1.60	1.20	1.00
LINALEE .....	3.00	2.40	2.00	1.60	....	....
MAID OF ORLEANS.....	3.00	2.50	2.00	1.60	1.20	1.00
MAMMOTH WHITE .....	2.80	2.40	1.80	1.40	1.20	1.00
MARGARET FULTON .....	2.00	1.60	1.20	1.00	.90	....
MARJORIE MORRELL .....	3.60	3.00	2.40	....	....	....
MARMORA .....	2.20	1.60	1.20	1.00	.80	.70
MILDRED LOUISE .....	4.00	3.00	2.80	2.40	2.00	1.60
MINUET .....	2.40	2.00	1.40	1.20	1.00	....
MISS GREELEY.....	3.00	2.40	2.00	1.40	1.00	.90
MOTHER MACHREE .....	2.40	2.00	1.60	1.20	1.00	.80
MR. W. H. PHIPPS.....	4.00	3.00	2.00	1.40	....	....
MRS. E. J. HEATON.....	6.00	5.00	4.00	3.00	2.40	2.00
OUR SELECTION.....	2.40	1.80	1.40	1.20	1.00	....
PELEGRINA .....	2.50	2.00	1.60	1.40	....	....
PFITZER'S TRIUMPH .....	4.00	3.00	2.40	....	....	....
PICARDY .....	2.20	1.60	1.20	1.00	.70	.50
PIRATE .....	2.50	2.00	1.60	1.20	1.00	....
POLAR ICE .....	4.00	3.00	2.40	2.00	....	....
RAMESES .....	2.60	2.20	1.80	1.40	1.20	1.00
RAPTURE .....	2.40	2.00	1.60	1.20	.90	....
RED PHIPPS.....	3.00	2.40	2.00	1.40	1.00	.90
RIDEAU .....	2.40	2.00	1.60	1.20	....	....
SALBACH'S ORCHID.....	2.40	2.00	1.60	1.20	1.00	....
SCHWABEN GIRL .....	3.00	2.40	2.00	1.60	1.20	....
SONATINE .....	8.00	7.00	5.00	4.00	3.00	2.40
SOUTHERN CROSS.....	3.00	2.40	2.00	1.60	1.20	1.00
SPIRIT OF ST. LOUIS.....	2.00	1.60	1.20	1.00	....	....
SPRAY OF GOLD.....	2.40	2.00	1.60	1.20	....	....
STAR OF BETHLEHEM.....	12.00	10.00	7.00	5.00	4.00	3.00
SULTAN .....	2.40	1.80	1.40	1.20	....	....
SWEETHEART .....	2.40	1.80	1.40	1.20	1.00	.80
TAIAROA .....	9.00	7.00	5.00	3.60	2.80	2.20
WASAGA .....	2.20	1.80	1.40	1.00	.80	.70
WURTEMBERGIA .....	3.20	2.40	1.80	1.40	....	....
EARLY BIRD MIXTURE.....	3.20	2.80	2.40	2.00	....	....
EXHIBITION MIXTURE.....	2.80	2.40	2.00	1.60	1.40	1.00



Gladiolus Wholesale Prices per 1000 F. O. B. Boulder

250 or more bulbs at the 1,000 rate. All bulbs plainly labeled.

Per 1,000 F. O. B., Wholesale	Size 1 1½ In. Up	Size 2 1¼-1½ Inches	Size 3 1-1¼ Inches	Size 4 ¾-1 Inches	Size 5 ½-¾ Inches	Size 6 ¼-½ Inches
ACADIA .....	\$20.00	\$16.00	\$12.00	\$10.00	\$ 8.00	\$ 7.00
AMADOR .....	32.00	26.00	24.00	18.00	....	....
BAGDAD .....	18.00	14.00	12.00	10.00	8.00	7.00
BERTY SNOW.....	18.00	14.00	12.00	9.00	8.00	7.00
BETTY CO-ED.....	18.00	14.00	10.00	8.00	7.00	6.00
BETTY NUTHALL.....	18.00	14.00	10.00	....	....	....
BILL SOWDEN .....	24.00	20.00	14.00	12.00	10.00	....
CHAMPLAIN .....	40.00	36.00	28.00	24.00	20.00	....
CHARLES DICKENS.....	18.00	14.00	10.00	9.00	....	....
COMMANDER KOEHL.....	....	20.00	16.00	....	9.00	....
DEBONAIR .....	22.00	18.00	14.00	10.00	8.00	....
DR. DURR .....	22.00	18.00	14.00	12.00	10.00	8.00
DR. MOODY .....	18.00	14.00	10.00	9.00	....	....
DR. SHOOK .....	18.00	15.00	11.00	....	....	....
DUNA .....	18.00	15.00	12.00	9.00	7.00	6.00
EARLY DAWN .....	20.00	16.00	11.00	9.00	7.00	6.00
EARLY SUNRISE .....	....	20.00	16.00	12.00	....	....
GATE OF HEAVEN.....	40.00	32.00	26.00	20.00	....	....
GIANT NYMPH .....	18.00	14.00	10.00	9.00	....	....
GLADDIE BOY .....	18.00	14.00	10.00	9.00	7.00	....
GOLDEN CUP .....	20.00	16.00	12.00	10.00	8.00	....
GOLD MINE.....	20.00	18.00	14.00	12.00	....	....
J. VAN TETS.....	26.00	22.00	18.00	16.00	12.00	....
KING ARTHUR .....	36.00	30.00	24.00	16.00	12.00	10.00
LIBELLE .....	25.00	20.00	18.00	14.00	10.00	....
LINALEE .....	25.00	20.00	18.00	14.00	....	....
MAID OF ORLEANS.....	25.00	20.00	16.00	12.00	10.00	8.00
MAMMOTH WHITE .....	24.00	20.00	15.00	11.00	9.00	....
MARGARET FULTON .....	18.00	14.00	10.00	9.00	8.00	....
MARMORA .....	19.00	14.00	10.00	9.00	7.00	....
MILDRED LOUISE .....	25.00	20.00	16.00	12.00	10.00	8.00
MINUET .....	20.00	16.00	12.00	10.00	9.00	....
MISS GREELEY.....	25.00	20.00	16.00	12.00	9.00	7.00
MOTHER MACHREE .....	22.00	18.00	14.00	11.00	8.00	....
MR. W. H. PHIPPS.....	20.00	15.00	12.00	9.00	....	....
MRS. E. J. HEATON.....	50.00	40.00	30.00	24.00	20.00	16.00
OUR SELECTION.....	20.00	16.00	12.00	10.00	....	....
PELEGRINA .....	22.00	18.00	14.00	12.00	....	....
PICARDY .....	18.00	14.00	10.00	8.00	6.00	4.00
PIRATE .....	22.00	18.00	15.00	11.00	9.00	....
POLAR ICE .....	32.00	26.00	20.00	18.00	....	....
RAMESES .....	22.00	18.00	15.00	10.00	9.00	8.00
RAPTURE .....	20.00	16.00	14.00	11.00	8.00	....
RED PHIPPS.....	25.00	20.00	16.00	12.00	9.00	7.00
RIDEAU .....	20.00	16.00	12.00	10.00	....	....
SALBACH'S ORCHID.....	20.00	16.00	12.00	10.00	8.00	....
SCHWABEN GIRL.....	24.00	20.00	16.00	12.00	....	....
SONATINE .....	60.00	50.00	40.00	30.00	24.00	20.00
SOUTHERN CROSS.....	24.00	20.00	16.00	12.00	....	....
SPRAY OF GOLD.....	20.00	16.00	14.00	11.00	....	....
STAR OF BETHLEHEM.....	100.00	80.00	60.00	40.00	30.00	24.00
SWEETHEART .....	20.00	16.00	12.00	10.00	9.00	7.00
TAIAROA .....	70.00	60.00	40.00	32.00	24.00	20.00
WASAGA .....	18.00	15.00	12.00	9.00	7.00	6.00
WURTEMBERGIA .....	24.00	20.00	15.00	12.00	....	....
EARLY BIRD MIX .....	28.00	22.00	20.00	16.00	....	....
EXHIBITION MIX.....	24.00	20.00	16.00	12.00	10.00	....

To Large Buyers: Growers, dealers and others who can use large quantities of a variety, or a good big order of assorted varieties of Gladiolus bulbs or bulblets, please mail me a definite list of the kind and quantities you can use from my catalogue. Chances are I can save you money on the lot. This is for large lots. Do not send me lists of a few bulbs of a kind for special quotations.



# Bulblets Per Pkt., 100, 1000—Prepaid

The number of bulblets in a packet is based on somewhat less than the 100 price for that variety. Real good value always. The larger the order the more liberal the overcount.

	Pkt.	100	1,000	Qt.
Acadia .....	\$0.10	\$0.20	\$ 1.50	\$ 3.00
Aflame .....	.10	.15	1.20	....
Aida .....	.10	.20	1.50	3.60
Albatross .....	.15	.25	1.80	....
Amador .....	.20	.40	3.00	....
Apricot Glow.....	.10	.15	.80	2.00
Ave Maria .....	.10	.15	1.00	3.00
Bagdad .....	.10	.15	.80	2.00
Berty Snow.....	.10	.15	1.00	2.40
Betty Co-ed .....	.10	.15	1.00	2.40
Betty Nuthall.....	.10	.15	.80	2.20
Bill Sowden .....	.10	.15	1.00	2.80
Blue Danube .....	.10	.15	1.00	2.40
Bob White .....	.15	.30	2.40	....
Champlain .....	.15	.40	3.60	10.00
Chas. Dickens .....	.10	.15	1.00	2.80
Commander Koehl .	.10	.15	1.20	3.60
Coronation .....	.15	.25	2.00	....
Debonair .....	.10	.15	1.20	3.60
Dr. Durr .....	.15	.20	1.60	4.40
Dr. Moody.....	.10	.15	1.00	2.40
Dr. Shook .....	.10	.15	1.00	2.80
Duna .....	.10	.15	1.00	3.00
Early Dawn .....	.10	.15	1.00	3.00
Edith Robson.....	.10	.20	1.80	5.00
Fata Morgana .....	.10	.15	1.00	3.00
Gate of Heaven....	.15	.25	2.00	....
Giant Nymph.....	.10	.15	.80	1.80
Gladdie Boy.....	.10	.15	1.00	2.80
Golden Cup.....	.10	.15	1.00	3.00
J. Van Tets.....	.15	.40	3.00	....
King Arthur.....	.10	.25	2.00	5.00
La Paloma .....	.10	.15	.80	....
Libelle .....	.10	.15	1.20	3.60
Maid of Orleans ...	.10	.20	1.60	4.80
Mammoth White...	.10	.15	1.20	3.80
Marmora .....	.10	.15	.80	2.20
Margaret Fulton...	.10	.15	1.00	2.40
Mildred Louise ....	.10	.30	2.40	8.00
Minuet .....	.10	.20	1.60	....
Miss Greeley .....	.10	.20	1.60	4.00
Mother Machree ...	.10	.15	1.00	3.60
Mrs. Heaton.....	.20	.75	6.00	....
Mr. W. H. Phipps..	.10	.15	1.00	2.50
Our Selection.....	.10	.15	1.00	....
Pelegrina .....	.10	.20	1.60	....
Picardy .....	.10	.10	.60	1.80
Pirate .....	.10	.25	2.00	....
Polar Ice.....	.10	.30	2.40	....
Rameses .....	.10	.15	1.00	2.40
Rapture .....	.10	.15	1.20	3.00
Red Phipps.....	.10	.20	1.60	4.00
Rideau .....	.10	.15	1.20	....
Salbach's Orchid...	.10	.15	1.20	....
Schwaben Girl.....	.10	.25	2.00	6.00
Sonatine .....	.15	.40	3.00	10.00
Southern Cross ....	.10	.20	1.80	4.80
Spirit of St. Louis.	.10	.15	.80	2.00
Spray of Gold .....	.10	.15	1.00	....
Star of Bethlehem.	.20	1.60	12.00	....
Sultan .....	.10	.25	2.00	....
Sweetheart .....	.10	.20	1.80	5.00
Wasaga .....	.10	.15	1.20	3.00
Wurtembergia ....	.10	.20	1.60	5.00

See also page of rare Glads for additional bulblet prices.

# Long's Long Season \$1.00 Glad Assortments Prepaid

(Read Conditions Very Carefully)

Each Assortment will be of one variety but the bulbs will be mixed sizes, from about ½-inch up to 1½ inches or so.

The idea is that different size bulbs bloom at different times.

So by planting the assorted sizes you get a **LONG SEASON OF BLOOM** of one variety from the one planting.

I'll send you plenty of bulbs to give you a good big \$1.00 worth of any **ONE** variety below.

*Each Assortment is just one variety.*

The bulbs are mixed sizes and the price for a single assortment is \$1.00, **PREPAID**.

Acadia	Mammoth White
Aida	Margaret Fulton
Amador	Marjorie Morrill
Bagdad	Maunga
Berty Snow	Mildred Louise
Betty Co-ed	Milford
Betty Nuthall	Minuet
Bill Sowden	Miss Alameda
Blue Admiral	Miss Greeley
Bob White	Miss New Zealand
Champlain	Mother Machree
Charles Dickens	Mr. W. H. Phipps
Commander Koehl	Mrs. E. J. Heaton
Debonair	Our Selection
Dr. Durr	Pelegrina
Dr. Moody	Pensacola
Dr. Shook	Picardy
Duna	Pititi
Early Dawn	Rameses
Edith Robson	Rapture
Fata Morgana	Red Phipps
Flaming Meteor	Rideau
Gate of Heaven	Salbach Orchid
Gladdie Boy	Salbach Pink
Golden Cup	Schwaben Girl
Gold Mine	Sonatine
Honor	Southern Cross
Janet	Star of Bethlehem
J. Van Tets	Sweetheart
King Arthur	Taiaroa
Libelle	Virginia Skelly
Linalee	Wasaga
Londonderry	Whero
Maid of Orleans	Wurtembergia

**Super Specials** Any 5 Assortments for \$4.80. Any 10 for \$9.00, prepaid.

**LONG'S LONG SEASON ASSORTMENTS** have met with popular favor. Prolonging the blooming season of each variety seems to be just what many Glad fans like. And I give big values, too. Ask any who have had these.

## EXTRA SPECIAL Long Season Mixture

Please note carefully that this is different from Long's Long Season Assortments.

The other **\$1.00 ASSORTMENTS** are all of one variety in each Assortment, and the variety labeled. The bulbs are mixed sizes that will be in bloom a long time.

These Long Season **MIXTURES** are made up of many varieties. The bulbs are also mixed sizes, but **Kinds not Labeled**.

"**SUPER SPECIAL**" because this Long Season Mixture contains many grand varieties seldom, if ever, used in mixtures of any kind.

The bulbs are blooming sizes, from half inch or so up to nearly inch and a half.

**PRICES:** (33 for \$1.00) (77 for \$2.00) (122 for \$3.00) (188 for \$4.00) (244 for \$5.00). All prepaid.





## New Giant Deep Red Glad—"REWI FALLU"

This is by far the largest and most amazing red Glad I have ever seen or had hopes of seeing. Originated by Mr. E. J. Fallu in Australia.

It is difficult to get a satisfactory photograph of a deep red Glad for illustration. My son Everett took this photo of a Rewi Fallu from our garden. If you don't believe your own eyes, then grow a good husky spike of Rewi Fallu yourself and measure the blooms. My guess is that you can grow them still larger.

This morning (September 6—Labor Day—while I was laboring on this catalogue), I stopped to cut a spike of Rewi Fallu, grown from a husky bulblet. The two lower florets each measured a bit over 5 inches across—without stretching my imagination or the petals. The spike had 12 buds. And this from a **BULBLET**, I'm telling you!

Imagine a tall straight strong spike with 6 or more massive rich deep red blooms open at once, and plenty buds showing color! "Ain't dat sumpin'?"

Rewi Fallu is a healthy, husky grower. Makes fine clean bulbs, and good size bulblets that germinate easily and grow like weeds. Even small bulbs make good spikes, Medium bulbs still better.

Prices	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bulblets
Each .....	\$ 4.00	\$ 3.00	\$ 2.50	\$ 2.00	\$ 1.50	\$1.00	1.. .25
Ten .....	30.00	24.00	20.00	16.00	12.00	8.00	5.. \$1.00

**NOTE:** I believe these prices to be very reasonable for a new Glad so far superior to most other recent introductions. Yet if it is offered for less by absolutely dependable growers, I will adjust by sending extra stock of it.



# The Large, Lovely Glad

## MILDRED LOUISE

MILDRED LOUISE is one of the largest, loveliest and best behaved Glads to date.

**SURPRISINGLY EARLY**, too, for such a large flowered type.

Pure deep salmon-pink, petals tipped strawberry pink, blending to pinary yellow in throat, with faint spectrum pencilling.

The stem is tall, strong, flexible, but not clubby.

Very large, wide open florets are faced and spaced exceptionally well, 16 to 22 buds to the spike.

The petals are firm, so much so that one customer said to me, **"That's the Glad with tin petals"**—meaning very resistant to heat and rough handling.

One of the earliest varieties, so large and lovely. A wonderful Glad.

**"It's got what it takes."** One of the real topnotchers with a great future.

Never ask me which is the **BEST** Glad. None best. But I like this one immensely. It's so all around good, dependable, beautiful, lasting. **"Me for Mildred."**

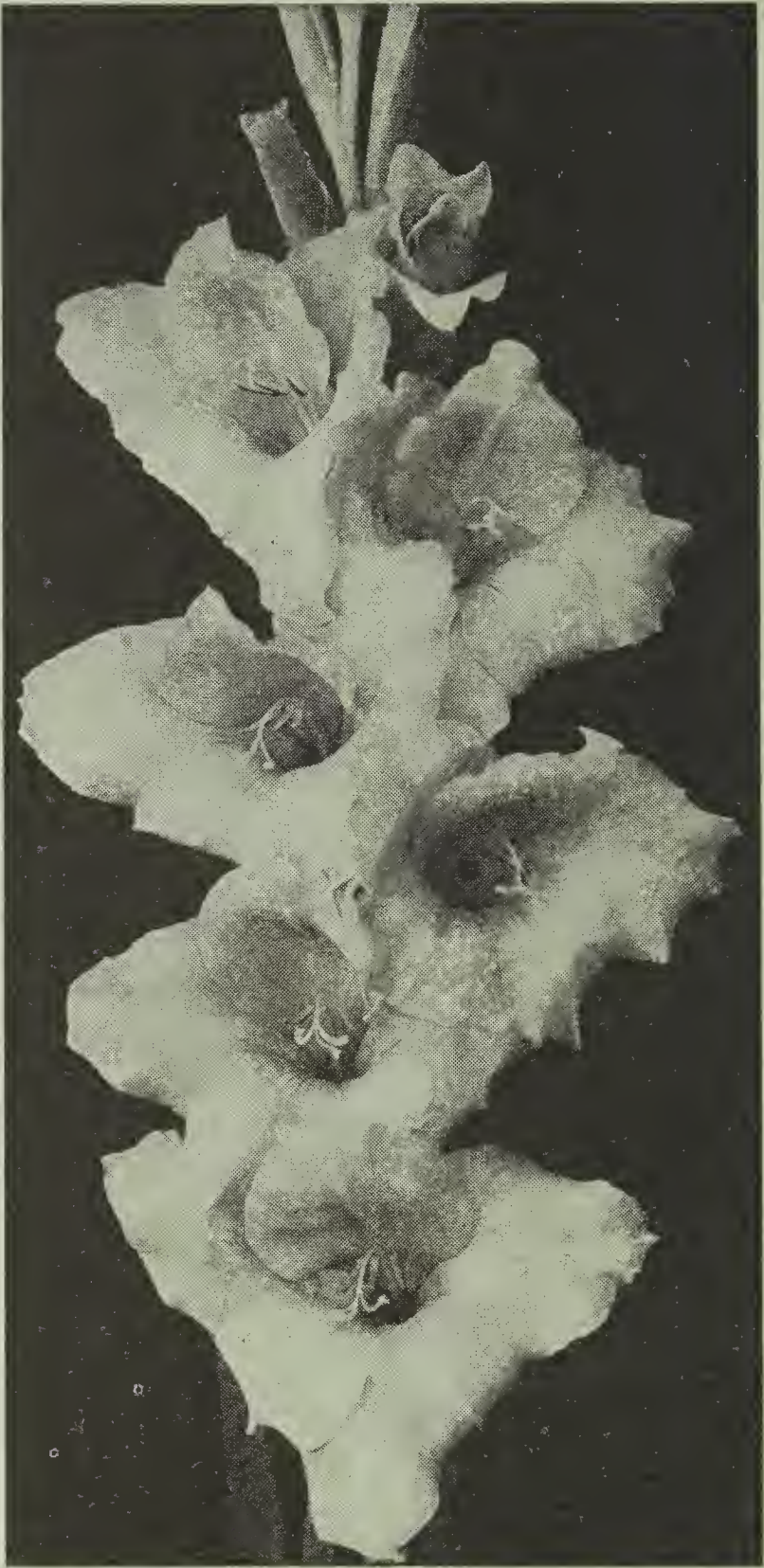
1937 Fall Prices Greatly Reduced

### New Mildred Louise Prices

(Prepaid anywhere the mails go.)

**LARGE BULBS** now 2 for 12c; 10 for 50c.  
**MEDIUM BULBS** now 3 for 10c; 10 for 30c.  
**SMALL BULBS** now 10 for 18c; 100 for \$1.60.

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
100	....\$4.00	\$3.20	\$2.80	\$2.40	\$2.00	\$1.60
Bulblets	.... (25—10c)	(100—30c)	(1000—\$2.40)			



Mildred Louise



Miss Greeley

## Big Early Pink Glad—Miss Greeley

Much like one of its parents, W. H. Phipps, but so early that it is done blooming before Phipps begins. Originated by Mrs. Elizabeth Briggs.

What makes Miss Greeley especially valuable is that florists accept it as Phipps, and are tickled the color of Miss Greeley to get it several weeks before Phipps shows color.

Mr. P. J. Pentecost, **"The Phipps King"** of Indiana, is enthusiastic about both Miss Greeley and Red Phipps for his cut flower trade.

Another Indiana Glad fan says Miss Greeley bloomed in 69 days for him and spikes were fine.

Miss Greeley is too early for most Glad shows, hence seldom "among those present." Or, if shown, then usually from small bulbs, or the "leavin's" from patch about out of bloom. Thus has little chance for prizes. Commercial growers who woke up and bought Miss Greeley are cashing in at the early high prices for blooms.

### Miss Greeley Prices, Prepaid

(5 bulbs at 10 rate. 25 at 100 rate.)

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Ten	.....\$0.50	\$0.40	\$0.30	\$0.25	\$0.20	\$0.15
100	..... 4.00	3.00	2.20	1.80	1.40	1.20





One of my fields of **RED PHIPPS Glads**  
at the foot of the Rockies.

## Red Phipps—A Winner

The blossoms have that charming Phipps sheen. Many open at a time.

Spikes long, straight and strong, but no excess baggage. Long flower heads.

Placement of florets splendid. Facing good. Florets set close to spike. No lippy, floppy habits. Ideal spike and buds for packing and shipping.

### Red Phipps Prices, Prepaid

(5 bulbs at 10 rate. 25 at 100 rate.)

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Ten . . . .	\$0.50	\$0.40	\$0.30	\$0.25	\$0.20	\$0.15
100 . . . .	4.00	3.00	2.20	1.80	1.40	1.20

## Scrambled Red Phipps! I don't know

how it happened. I found one planting of my Red Phipps with a liberal sprinkling of Picardy. I began pulling out Picardy, but it was so grand that I didn't have the heart to do it, nor the time to mark each plant.

So here you are—Scrambled Red Phipps as is. In two sizes. LARGE bulbs run part No. 1 and part No. 2 size. MEDIUM run part No. 3 and part No. 4.

**Large Bulbs** (17 for 50c) (40 for \$1.00)  
(88 for \$2.00) (200 for \$4.00) (440 for \$8.00). **PREPAID.**

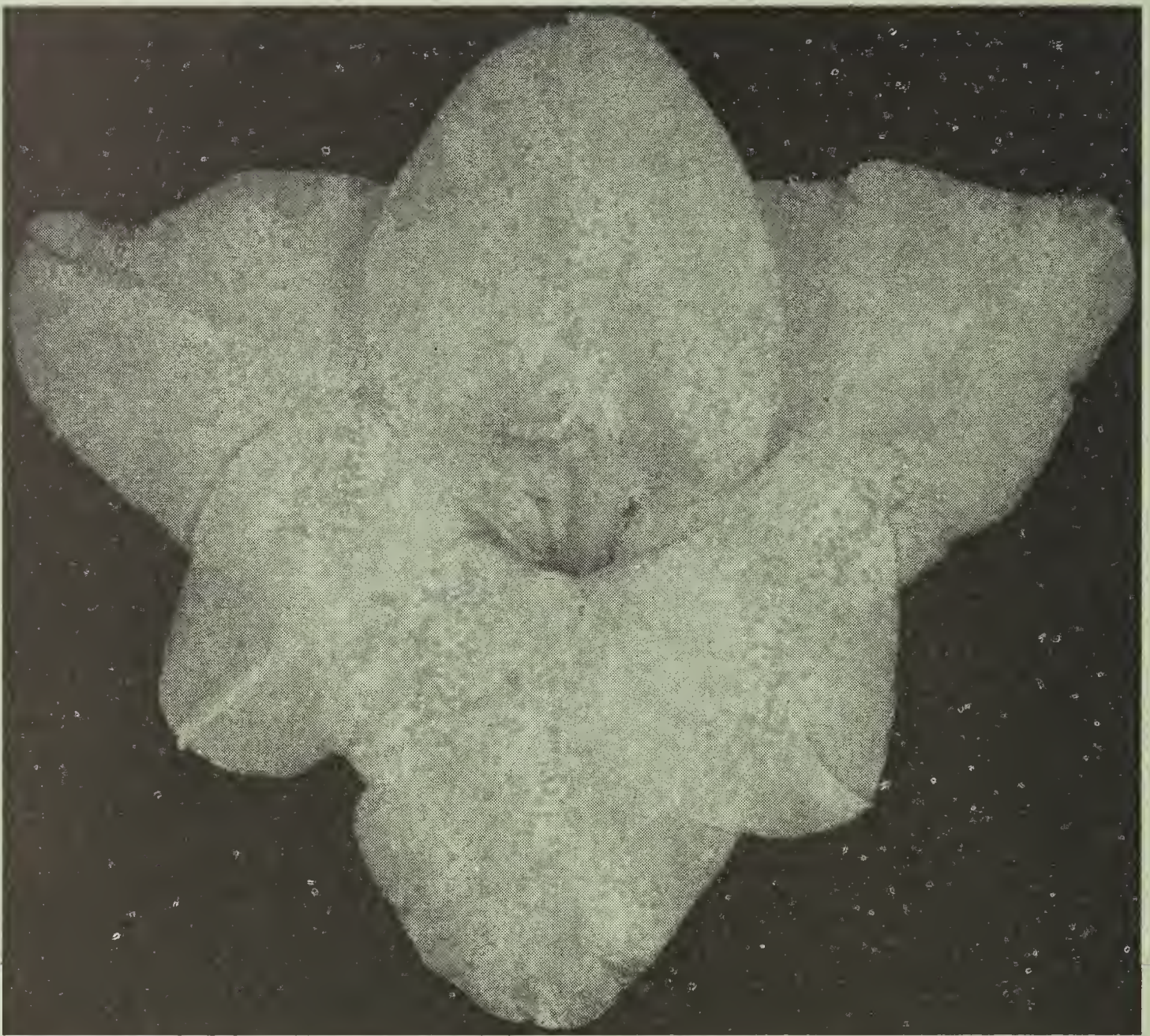
**Medium Bulbs** (33 for 50c) (77 for \$1.00) (166 for \$2.00)  
(355 for \$4.00) (770 for \$8.00). **PREPAID.**

**IF YOU PAY EXPRESS** on Scrambled Red Phipps I will add more of these bulbs to offset the express charges.



Red Phipps—"Red that IS Red"





## Pfizer's Lovely Pink Glad—"SONATINE"

**Introducer's description:** "Color Atlas-rose, with small cherry-red blotches. The florets are exceptionally large, having very broad petals, and are strongly attached to the stems which grow to a height of 6 feet 6 inches. For cut flowers a wonderful future is predicted for Sonatine."

**To me and many others, "Atlas-rose" means "watermelon-pink."** At least I think of a luscious watermelon when I spy a grand spike of Sonatine.

**Sonatine is one of the few Glads** that you can cut without bending over—very much. You will have a fine long spike without cutting it low.

**The spike is stiff and tough,** seldom if ever crooks, ideal for shipping because buds lie close to the stem, and there is no excess baggage to the stem or spike.

**Sonatine has been high priced,** but this season we can offer it way below former prices and within the reach of all.

**New Sonatine Prices:** (Large, 12c; 10—\$1.00) (Medium, 2—14c; 10—60c) (Small, 10—30c). See other pages for prices on larger lots.

## "Your Subscription Expires"

**As the magazines announce, "Your subscription expires with this number."**

**There is one way to renew your subscription to a magazine. Pay up.**

**There are two ways to keep yourself in good and regular standing on our mailing list.** One is to send an order. The other is to drop us a line asking for catalogues.

**We do not expect an order from everyone, every year. No mail order house does. And we are not stingy with catalogues, so long as they last.**

**We appreciate names sent us by customers and friends. But wish such names "hand picked."** Only one, or a few, from any one person. Cannot use long lists. Do not offer any pay or premiums for names. Consider that you do your friend as big a favor as you do us when you have us place a name on our list for "Long's Garden Book."

**About that 1937 Spring Catalogue.** Wish I had some way of knowing just when is best time to mail out the annual Spring catalogues.

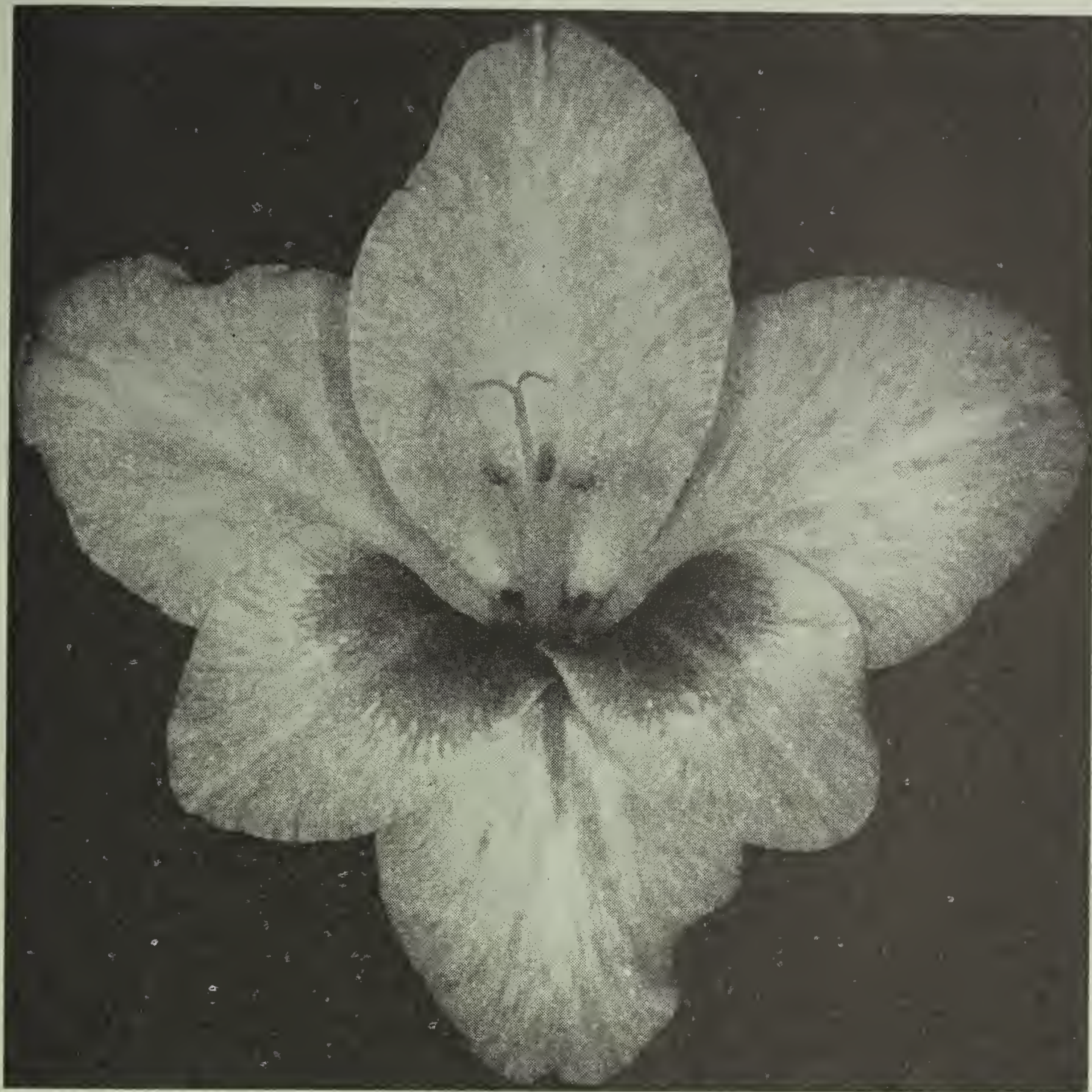
**If sent too early,** the catalogue may be lost—or the pup may get hold of it and chaw it up—before you are ready to order. If too late—well, that's just too bad for you and me both.

**However, I haven't much choice in the matter.** Always so busy that best can do is to get the catalogues into the mails around Jan. 20th to 25th or so—maybe a bit later.

**If you ordered goods, or requested catalogue last year, you don't need to write for your copy.** Your name is on the preferred list. But the catalogue is free for the asking, whether you order or not.

**If wire, please use WESTERN UNION service.** Reason, no other telegraph company has office in Boulder. If wire us otherwise, your message must be phoned or mailed from Denver to us, causing delay and possible errors, if phoned.





## Another Giant Novelty Glad—"TAIAROA"

It's from New Zealand. Many very large blooms open at once, well spaced and facing one way.

The color is salmon-pink, flaked slate, with purple blotch. A spike of this with 8 or 9 open blooms attracts attention, and a half dozen or more spikes in a vase is a knock-out.

Prices now greatly reduced: (Large, 12c; 10—\$1.00) (Medium, 2—12c; 10—50c) (Small, 3—10c; 10—30c). See other pages for prices on larger lots.

## "J. D. Sez, Sez 'e"—

**OPEN SEASON FOR BUYING**—Fall and early winter buying is gaining favor from year to year. This for the reason the customer is more likely to secure just the kind and sizes of bulbs ordered and desired. Just another case of the early bird.

**Some Glads again short.** Last season I could not supply all calls for Minuet, Mammoth White, Maid of Orleans, Gladdie Boy, Margaret Fulton, Sweetheart, Picardy, Miss Greeley, and other favorites.

**I never understand howcome** so few flower lovers appreciate the Prim or Decorative Glads. Ladies who punish themselves dieting in order to slenderize and slimberize, and who prefer a dainty wrist watch to a "turnip" timepiece—these same ladies can't grasp the loveliness of slenderized smaller Glads of exquisite form and color. Oh, hum!

**My "Early Bird Glad Mixture"** is just what some have been wanting, for early blooms and in sections where season is short. It's good, but since there are not many good early kinds, this mixture does not contain the variety of colors as found in my Exhibition Mixture, nor do the blooms average as large.

## When to Take Up Bulbs

**If your planting is not large,** better let the Glads remain in the ground until well into October in most sections. But if the leaves turn somewhat yellow or brown, it indicates that the bulbs have matured and are ready to lift.

**The plants from small bulbs and bulblets** may not turn brown by freezing weather, so you must just take them up towards the end of the season, regardless of how the tops look. The bulbs will be OK, especially those from bulblets. Bulbs from bulblets may be stopped at any stage of their growth. Will cure and be good, sound planting stock for the next year. May shrink some, but this does not impair vitality.

**But dig all bulbs before tops die down.** Letting the bulbs remain in ground too long tends to bad looking and diseased bulbs.

**Another rule is to take up the large bulbs** when the outer skin or husk has become smooth. Before large bulbs mature the husk is usually wrinkled. When this husk or outside coat becomes smooth and firm the bulbs will not shrink much after being dug.





## Plenty Palmer's Pink Picardy

But I know better. This would not supply my customers. So I have several other plantings as large as this. It's a case of "The More the Merrier."

"Believe it or not," this glorious sea of Pink Picardy was produced from medium and small bulbs. And thousands of spikes were cut before this picture was taken.

## Palmer's Pink Picardy at Practically Painless Prices

What a Glad! Originated by Mr. E. F. Palmer in Canada.

Color, soft shrimp pink, without flecking. Blotch of light flesh pink. Though gigantic in size, Picardy is anything but coarse. You just fall in love with it at sight.

## Picardy Bulbs, Prepaid

	(5 at 10 rate, 25 at 100 rate)					
	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Ten .....	\$0.50	\$0.40	\$0.25	\$0.20	\$0.15	\$0.10
100 .....	3.60	2.40	1.60	1.20	.80	.60

## Picardy Bulblets

	100	1,000
JUMBO OR EXTRA LARGE....	\$0.25	\$2.00
Mixed Sizes, but none small.....	.10	.60

**SCRAMBLED PICARDY AND RED PHIPPS, SPECIALLY PRICED.** It happens in the best of growers' gardens—sometimes. Some of my Picardy liked Red Phipps so well that they moved right in. Turn to Red Phipps page for rest of the story.

**From Ohio:** "May I add my bit of praise for Red Phipps Glad? The blossom is the most beautiful translucent red I have ever seen—almost glows even in the dark."—R. W. R.

**From Canada:** "Bulbs came through fine. Thanks a lot for generous treatment and dandy large bulbs. Have not seen better. Regret I did not learn about JD before."—E. A. B.

**From Colorado:** "A while back I sent to you for some Glad bulbs and have had much happiness from them. I sent my brother in England some of them and he said he had never seen such beauties, and all his friends admired them."—Mrs. H. A.

**From Canada:** "I am pleased to tell you I received my order of Glads in splendid condition. The bulbs without exception are very fine. Please accept my sincere thanks for your generous count. Being a Scotsman, I can appreciate it."—G. S.

**From Wyoming:** "Had about given up trying to grow Glads, as I tried several collections purchased from other firms with very little success, but after growing bulbs that I bought from you last spring many of my other flowers will have to start moving on to make more room for Glads, as I had beautiful Glads last summer and fall from your bulbs."—R. C.

**From Connecticut:** "I don't think I was ever more surprised in my life than when I opened the box of Glads you sent me. I no longer wonder you get so many enthusiastic letters."—Mrs. M. S.

## "BETTY CO-ED"

**The Glad with "That School-Girl Complexion"**  
"Betty Co-Ed," a decorative type, as medium size blossoms. Many measure 4 inches or so.

The spike is taller than usually found in the decoratives. Not inclined to crook in hot weather as much as many varieties, but usually some gracefully curved spikes, which work in fine for vase and basket displays.

The color is light cream-pink, with deeper creamy throat, a combination highly prized among Glad fans and florists.

Betty is pleasing in the garden, but shows off best when brought indoors and placed in a vase or basket all by herself.

To get a real eyeful of this lovely Glad, you should see it in masses, both in garden and as a cut flower.

Betty's specialty is bouquets, in vases, baskets, bowls. Used alone or with suitable green, Betty is a dream. Be sure to arrange a low bowl of Betty Co-Ed tips. It's marvelous!

### Betty Co-Ed Prices Prepaid

	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
Ten ...	\$0.50	\$0.40	\$0.30	\$0.25	\$0.20	\$0.15
100 ....	4.00	3.00	2.40	1.60	1.20	1.00

### \$1.00 Co-Ed Assortment

(All Assortments Prepaid)

(3 No. 2) (10 No. 3) (18 No. 4) (22 No. 5).

### \$2.00 Co-Ed Assortment

(10 No. 2) (30 No. 3) (33 No. 4) (40 No. 5).

**From Nebraska:** "I attribute a great portion of my success to your 'Glad Gossip.' If I couldn't get another pamphlet like Gossip, money would not buy this one."—R. W. H.



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BOULDER, COLORADO

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Date

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COLORADO Customers: Please Add State Sales Tax. Thanks.



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## Frilled Pink—"New Era"

Introduced jointly by Ellis and Majeski and described by them as follows:

"Eosine pink blended with La France pink. A pink that is PINK. We believe it to be the finest color of any Glad yet introduced. Soft cream throat, white midribs. Extremely ruffled (very frilled) 10 open florets and buds.

"Good placement and always straight. Heavy texture. Under subdued light it has no equal.

"1936 Shows—Illinois State Glad Show, first in both single and 3-spike class. In six showings NEW ERA is credited with seven blue ribbons."

(Large Bulbs, Each, \$3.50) (Medium Bulbs, Each, \$2.50) (Small Bulbs, Each, \$1.50) (Bulb-lets, Each, 25c; 5—\$1.00). See also page of Rare Varieties.

## J. D. Sez, Sez 'e

"You can't have everything." Neither can a Glad.

I'm fed up on this thing of some commercial grower or Glad fan jumping all over certain varieties, just because they (the Glads) lack some good points, though may have others of real merit.

A variety may do better one year than another, or thrive and bloom better in some soils or localities than in others. So why should anyone go around with a black jack cracking down on good Glads, just because they don't happen to "have everything?" As Jeff would say, "Answer me that."

The funny part of it is that the very writer who is so active with his hammer may be bally-hooing other varieties, perhaps his own originations, that have been a flop with some of the rest of us.

When you can show me a perfect person, I'll trot out a perfect Glad for you to feast your eyes upon. Until then, let's treat Glads as we do people. Or as we should.

The present yen of Glad originators and fans is to have large florets and as many open as possible. But what about losing the grace and symmetry found in varieties that do not "shoot the works" but unfold their blooms fewer at a time and prolong the display?

Consider the all-day sucker and the Esquimo pie! Or the ice cream cone! Some Glads may not be as spectacular or "yum-yum" as others, but they last a long time. Maybe Emerson foresaw the development of Glads when he pondered on the law of compensation. (By the way, I wonder if the kids in the Arctic Circle demand their money back if an all-day sucker doesn't last all day there in summer time.)

Glad news is good news, this fall, regarding much lower prices on many of the near-new varieties that have all been wanted, but until now the prices have been rather too high to permit planting liberally of them.

"Let's look at the record." Turn back to prices last season and before, and compare with the new prices in this catalogue, for these and others: ACADIA, a Palmer Glad that has good stiff spike, lovely color combination, good placement. **AMADOR**, still scarce, but prices coming down somewhat. Same, regarding **BLUE ADMIRAL**.

**DEBONAIR, DR. DURR** and **DUNA**—three cheers for three glorious Glads. They don't have everything, but each is splendid. **DEBONAIR** sort of combines the advantages of the all-day sucker and the ice cream cone. **DR. DURR** I like more and more, on account of its lovely blooms, good habits and earliness. As for **DUNA**, like **WASAGA**, is one of those Glads you almost want to eat. **EARLY DAWN** is well named. Valuable for its earliness. Lacks some good points found in later bloomers. But you just can't have everything.

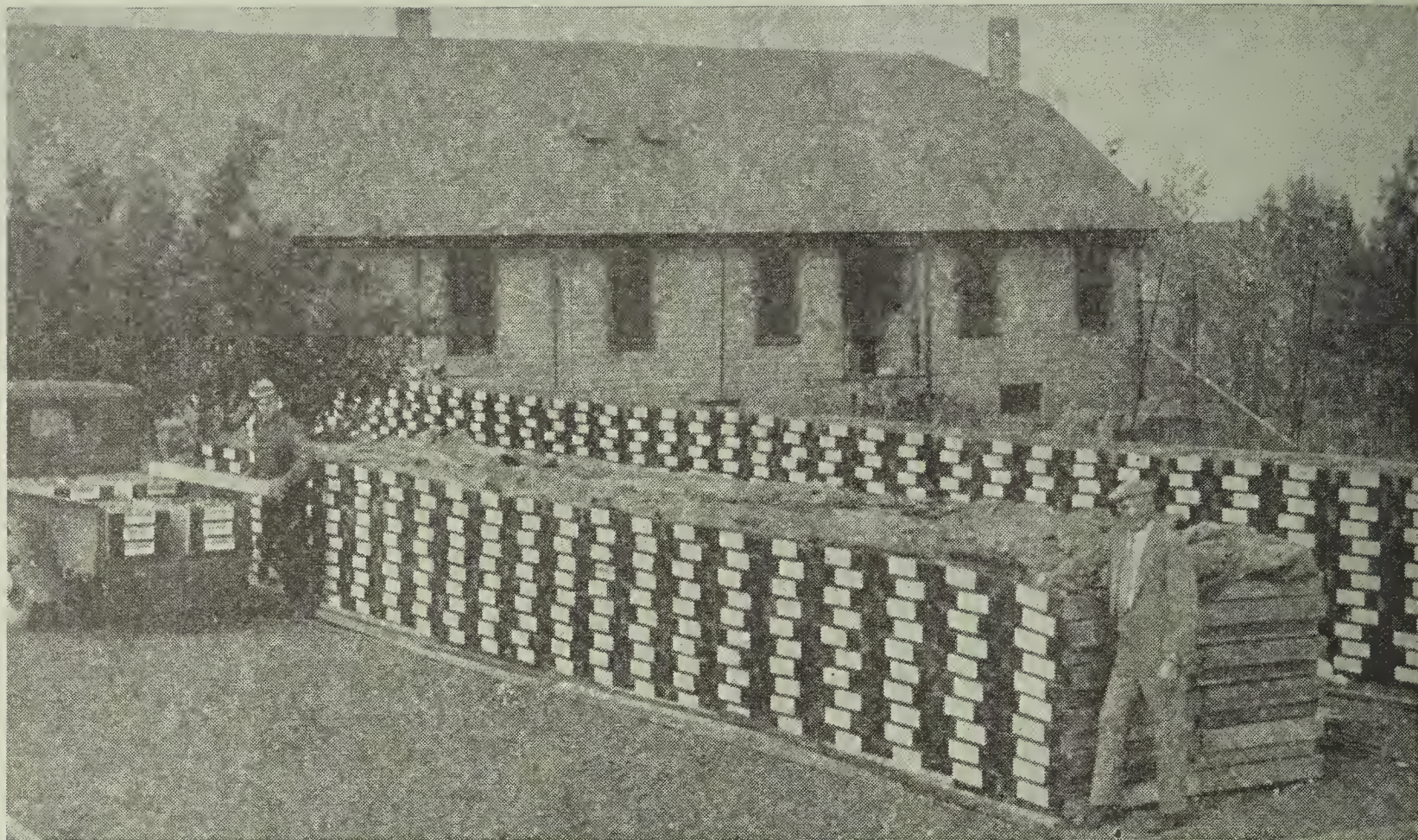
Stop crying for the moon and yellow Glads as large and fine as **PICARDY**. You can't have either—not yet. But **GOLDEN CUP** and **GATE OF HEAVEN** should dry your tears. Now cheaper. **GOLD MINE** large and good, but inclined to crooked spikes in warm weather. Verily, you can't have everything.

**MAID OF ORLEANS**, still the favorite white. Not the largest, but good size. Everything considered, including price, **MAID** is the tops. **STAR OF BETHLEHEM** similar, but larger and grand. Stocks of it still limited and prices not falling like an exploded skyrocket. **MAMMOTH WHITE** a favorite with many. Is more informal than **MAID**, and not so well behaved. Yet even one spike looks like a bouquet at a distance, and just a few make a big display. Bulbs often rough and hard looking, but grow and thrive none the less.

And **KING ARTHUR**. My word! I almost forgot the king. Still king in its color class. Now much cheaper.

**MISS GREELEY** drags in so many good reports that I feel proud to have been the one to name and introduce it. Sure valuable account of being a real good pink, and also so early. Similar to **PHIPPS**, but much earlier, thus increasing the blooming season of **PHIPPS** and near-**PHIPPS**.





Plenty of good equipment, and ideal storage facilities are needed to produce and deliver good *Gladiolus* bulbs.

We have thousands of fine mesh screen-bottom trays, and racks to slide them into.

Bulbs are first partly cured in Colorado's famous mile-high dry air and sunshine. Then the trays go into the large bulb house, where the process of curing, cleaning and grading is completed. Great precaution is taken to avoid mixing of varieties.

*THE J. D. LONG SEED COMPANY*

Boulder, Colorado

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My 1938 Spring Catalogue will be ready around January 20th to 25th. All who have sent me orders the past few years, also you who ask for this catalogue will receive a copy without asking for it. Others are dropped from my mailing list, but are reinstated if request is made.